35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JULY 24, 1961

What the tv program people would schedule to please just their own tastes 19

FCC's Hyde says industry spokesmen aren't communicating adequately 50

Tv game shows are bouncing back stronger than ever—but with precautions 62

Balky witnesses thwarting FCC's effort to revoke KBOM's license 42

COMPLETE INDEX PAGE 7

SYNDICATED TV'S NEWEST ACTION SERIES!

SHANNON

IS HERE...AND HE'S

HOT!

STARRING GEORGE NADER

ALREADY SOLD IN 78 MARKETS to top advertisers and stations, including—BUNKER HILL MEAT PRODUCTS in the south, MILES OF CALIFORNIA in the west, RICHMOND FOOD STORES, IGA, STRIETMANN BISCUIT CO., ASHLAND OIL and WABC-TV, WDAF-TV, WDSU-TV, KSTP-TV, WSB-TV, WKRC-TV, WTVJ, KCPX-TV, KLZ-TV, WTMJ-TV, KTSM-TV, WESH-TV, KERO-TV, WBIR-TV, WKRG-TV, WAFB-TV, WITN.

FOR FURTHER DETAILS, CONTACT

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

Take a second look

(it's Gourmet House, in Duluth)

Take a second look at the Duluth-Superior market-

it's bigger than you think!

It's the second-biggest market* in both Minnesota and Wisconsin!

Bigger than Madison or Des Moines!

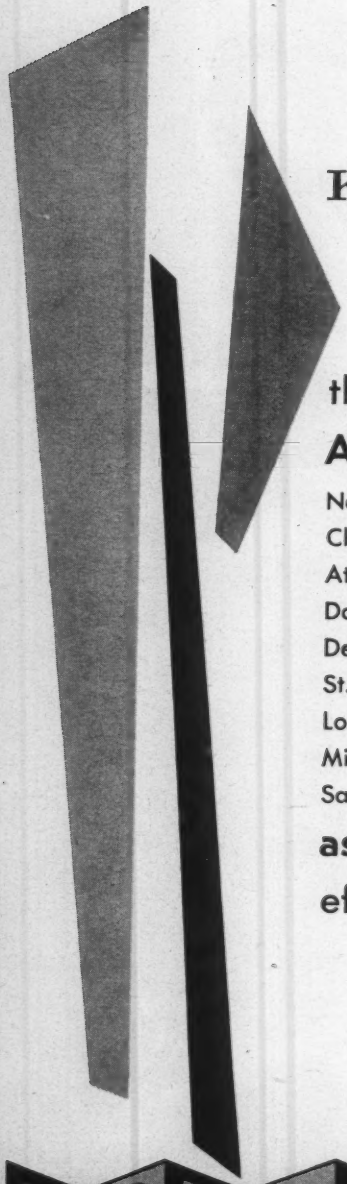
Bigger than Albuquerque, Fort Wayne or Little Rock!

Duluth-Superior-BIGGER than you think-and only **KDAL** delivers it all!

KDAL—CBS RADIO-TELEVISION/3—AN AFFILIATE OF WGN, INC.—REPRESENTED BY EDWARD PETRY & CO., INC.

*Sales Management population estimates, January 1, 1961.

buy St. Louis à la card*
*KTVI RATE CARD
...your lowest
"wampum"
per thousand
TV buy in
St. Louis
Represented nationally by
BLAIR-TV
KTVI 2
abc
CHANNEL
ST. LOUIS



KRLD • AM • FM • TV

Announces

the appointment of

ADVERTISING TIME SALES, INC.

New York
Chicago
Atlanta
Dallas
Detroit
St. Louis
Los Angeles
Minneapolis
San Francisco

as national sales representatives

effective July 1, 1961

KRLD-TV

Represented nationally by Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Spot tv clearing house

Long-held dream of central billing organization for spot tv may be near realization. Now in formation is new New York company, staffed by business systems experts formerly with Remington-Rand and by executives with experience in broadcast advertising. Already several major advertisers have made tentative commitments to use new service. Modern business machinery would be used to provide fast, complete and accurate billing for big or little spot tv campaigns. There won't be announcement for another month or so.

Advertisers next

Next group to appear in study of network program practices will be major, blue chip tv advertisers. Biggest spenders in industry will be called before Chief Hearing Examiner James D. Cunningham in late September, according to current plans. Locale undecided. New York is indicated. Following advertisers, networks will be called in final phase of investigation.

Storer options

Storer Broadcasting Co., which has contracted to buy WINS New York for $10 million and concurrently sell WWVA Wheeling, W. Va., for $1.3 million, has entered new option agreements in light of FCC's recent action involving inquiry into WINS programming. It has extended option to purchase WINS from Elroy McCaw from July 10 to Oct. 10, and has procured two additional options which extend only to Storer from Oct. 10, 1961 to Jan. 10, 1962 and from Jan. 10, to July 10, 1962. Similar options were entered with Emil Mogil, Ira Herbert and Bernice Judis, principals of WWVA Inc. for their acquisition of WWVA.

Northwestern exposure

Indicative of interest aroused in symposium on Freedom of Broadcasting at Northwestern U. School of Law, August 3-4, is plan of ABC-TV to videotape entire proceeding as possibly historic debate between regulators and regulated in broadcasting. Ollie Treyz, ABC-TV president, last week offered to set up cameras and monitors to pipe two closed sessions into adjoining auditorium for press and invited guests (there will be one public session to be addressed by FCC Chairman Minow and NAB President LeRoy Collins). ABC also plans to use newsworthy portions of videotape on spot basis.

CBS skyscraper

Top command of CBS last week gave celebrated architect Eero Saarinen go-ahead to produce detailed drawing for new headquarters skyscraper on New York's Sixth Avenue between 52nd and 53rd Streets. Decision followed temporary exploration of possibility of moving into new firm at 277 Park Ave. Last piece of building to be constructed by another property for Sixth Avenue site was acquired last week.

This will be first Manhattan building designed by architect Saarinen. He has already built model—square tower rising sheerly from its own surrounding courtyard. Wholly without interior supports (so floor space will be open except for center elevator-service core), building will rise on concrete columns that in themselves will be exterior "walls." Columns will be faced with granite that will weather to charcoal gray, and windows will be tinted lighter shade of same color. It promises to be like no other building in New York.

Model date delay

There's some uncertainty about automobile manufacturers' plans for broadcast advertising to announce new models this fall. Reason: Manufacturers still haven't firmly set introductory dates. They're worried about current negotiations with United Auto Workers, and some think there is possibility of strikes—which could delay production of new models.

Instant nationals

There's good chance American Research Bureau will produce overnight national tv ratings throughout fall, winter and spring. According to present plans, Arbitrons—representing true national sample—will be offered daily from Sept. 24 through March 25. Information will be collected by mixture of coincidental telephone interviews and metered sets. In last season national Arbitrons were made intermittently. If plans go through for 1961-62 season, more meters will be used than in 1960-61.

What did they talk about?

Preparatory to trip next month to Europe, including Iron Curtained Prague and East Berlin, J. Leonard Reinsch, executive director of Cox Stations and newly appointed member of U. S. Advisory Commission on Information, conferred last Thursday with Attorney General Robert Kennedy. On following day he lunched with USIA Director, Edward R. Murrow.

Just checking

Since FCC Chairman Newton Minow launched his campaign to clean up television's so-called program "wasteland," broadcasters are finding it isn't necessarily enough to watch what they say. In at least one case FCC has called tv networks to account for statements made *about* them. Appearance of *Television* Magazine item reporting on number of network hours devoted to public-affairs programming was followed by calls to networks to justify those figures—although figures had not been attributed to networks in first place.

JFK's pickups

Jack Christie, Democratic National Committee radio-tv director, is working on arrangements for President Kennedy's report tomorrow (Tuesday) on Berlin situation. Mr. Christie aided Presidential News Secretary Pierre Salinger on President's broadcast last month after his return from Europe.

AFL needs tv

Court decision nullifying National Football League's contract with CBS-TV may or may not lead Justice Dept. to challenge other major tv-sports contracts (see page 61), but in legal inner circles there's speculation that one may be exempt. That's American Football League's contract with ABC-TV, and reasoning is this: Justice Dept.'s actions against NFL, going back several years, stemmed from intention to break up NFL's former monopoly position. With AFL now on scene, NFL is no longer monopoly. But AFL gets most of its revenues from tv contract and might not survive if that contract were invalidated. Hence blow at AFL contract just might restore NFL to its former monopoly position.

Burma Shave tv test

Despite reports to contrary, those roadside Burma Shave signs will not be discarded. They're part of Americana and will be retained, albeit curtailed, Burma-Vita Co. is to say this week in announcement of decision to put biggest hunk of its budget into heavy spot tv test for full year in Chicago and few other key markets. Sponsor also is expected to disclose its selection of new Chicago agency, switching from Bozell & Jacobs.

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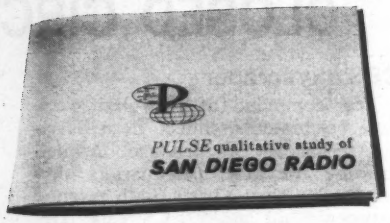

SPECIAL PULSE QUALITATIVE STUDY OF **SAN DIEGO RADIO,** SHOWS.....

1 **KFMB reaches more different adults daily than any other station.**

2 **KFMB's audience listens more attentively, has more travel cards, credit cards and charge accounts.**

3 **KFMB is the adults' first choice for news and for fuller details of bulletins and flashes.**

4 **KFMB would be chosen if San Diego adults could have only one station.**

5 **KFMB reaches both men and women equally, all income groups, all educational levels.**

Ask your Petry man for the full brochure which shows why this great station moves more merchandise.

KFMB RADIO CBS SAN DIEGO

TTC

WROC-FM, WROC-TV, Rochester, N.Y. • KERO-TV, Bakersfield, Calif.
WGR-FM, WGR-AM, WGR-TV, Buffalo, N.Y. • KFMB-AM, KFMB-FM,
KFMB-TV, San Diego, Calif. • WNEP-TV, Scranton–Wilkes-Barre, Penn.
WDAF-TV, WDAF-AM, Kansas City, Mo.

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N.Y. 17

WEEK IN BRIEF

If the people responsible for tv programming were programming for themselves, things would be different, survey of decision-makers indicates. Favorites: drama, documentaries, news. See . . .

PROGRAMMERS PICK FAVORITES . . . 19

Cunningham & Walsh, which has dropped nearly $20 million in accounts thus far this year, is attempting to reverse the trend by revitalizing management, selling off Chicago office. See . . .

C&W GETS MAJOR SURGERY . . . 22

Rebellious Idaho broadcasters spit defiance at LeRoy Collins in disagreeing with NAB's endorsement of new proposed FCC program forms. Then they advise stations on how to survive an FCC shakedown tour. See . . .

REVOLT AGAINST FCC CONTROLS . . . 50

The Senate's Communications Subcommittee plants its flag amid those of other Hill committees in jockeying over how space communications will be run. And adds a study of frequency allocations. See . . .

ACT IV: ENTER PASTORE . . . 44

The heady attraction of television game shows has never lessened, according to a survey which indicates they're bouncing back stronger than ever—with a slew of network precautions, restrictions. See . . .

GAME SHOWS MAKING COMEBACK . . . 62

AFTRA chapter in Los Angeles up to now has not required members to respect picket lines of other unions. But things may change as announcers woo IBEW support in strike against KFWB. See

STRIKERS PUT ON SQUEEZE . . . 36

The Voice of Democracy drops to a whisper as NAB, charter sponsor of contest (with EIA) since 1947, withdraws support, claiming lack of interest. Some quick station reactions indicate otherwise. See . . .

NAB PULLS PLUG ON VOD . . . 32

CBS's agreement with the National Football League for $9.3 million, two-year package tv rights is blown sky high by federal judge's ruling of illegality. Similar plans seen imperiled. See . . .

CBS-NFL PACT HELD ILLEGAL . . . 61

Reluctant witnesses compound the troubles the FCC is encountering in trying to prove at local hearing in North Dakota that the license of KBOM Bismarck-Mandan, N. D., should be revoked. See . . .

BALKY WITNESSES PLAGUE FCC . . . 42

ABC-TV National Sales Inc., to be national rep for network's tv properties, is ready to go Aug. 15 with a staff of 57 people. Offices are rented in five major cities. See . . .

ABC-TV NATIONAL SALES . . . 26

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BROADCASTING

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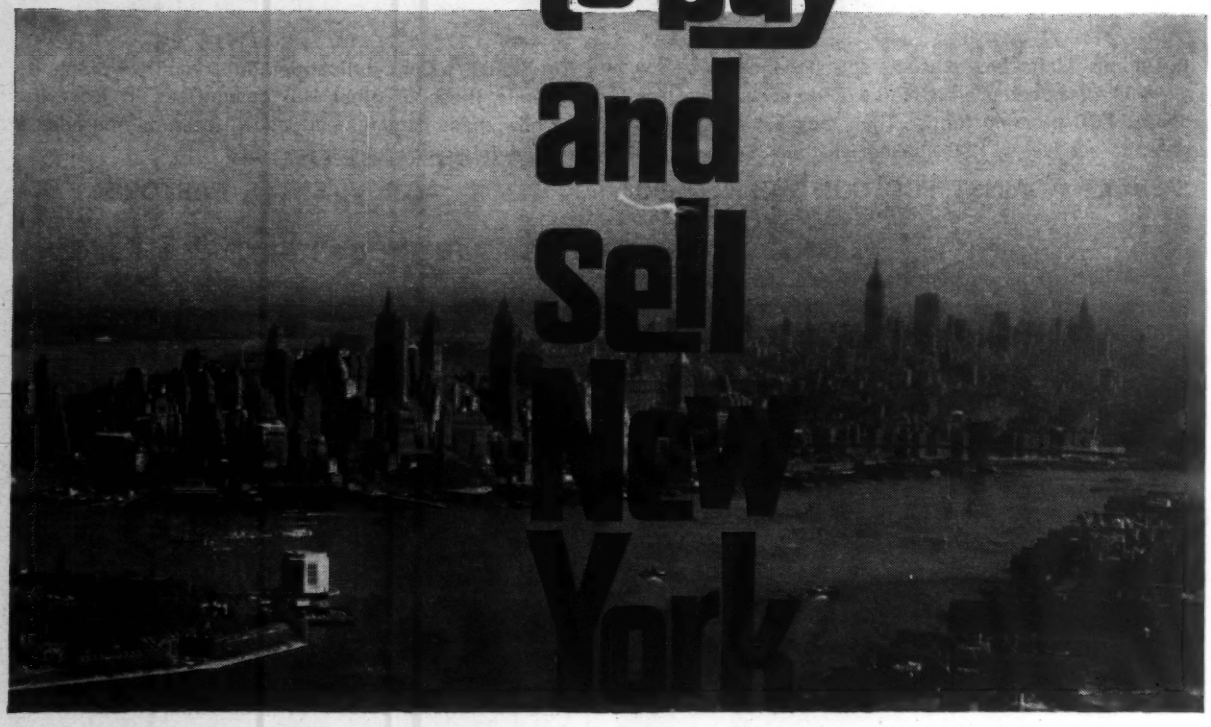
how to buy and sell New York



1010 WINS NEW YORK

Nationally Represented by The Katz Agency or call WINS, JU 2-7000

Frankly, it's easy on WINS, and we deliver far more than you imagined. Not just New York City, but 24 counties in 3 states surrounding it. Not just homes and offices, but over 2,800,000 cars on the road, as well. Over 17 million people of all ages, interests and incomes whose annual purchases equal those of the next 3 markets combined. Examples? Over 6 billion on food, 2 billion on apparel, 2½ billion on cars and automotive products. Yes, you buy all this when you buy WINSland, the mammoth market reached by Radio WINS.

And summer brings you an extra bonus: 1 million radio-equipped boats that rely on WINS for official offshore weather and marine reports. Buy WINS to sell New York. It's as simple (and profitable) as that.

YOUR NO. 1 MEDIA BUY IN THE NO. 1 MARKET IN THE U. S.

NFL pacts may be same as in 1960

LIKELY IF RULING IN CBS GRID DEAL STICKS

National Football League was reported Friday (July 21) as almost certain to file early appeal from federal court decision invalidating its $9.3 million tv contract with CBS-TV and to "fight judgment all the way" (story, page 61).

If appeal is unsuccessful or undecided when season opens two months from now (and it's considered unlikely that decision will be reached by then), teams probably will revert to provisions of last year's tv contracts, according to NFL officials. They are: telecast rights for nine teams were held by CBS-TV. Washington Redskins tv rights were held by advertiser (Amoco gasoline) but games were telecast on CBS-TV facilities. Cleveland Browns tv rights also were in hands of sponsor (Carlings Brewing Co.) with games carried by Sports Network. Baltimore and Pittsburgh games were televised by NBC.

Minnesota, 14th league team, is new and may be left in cold if league contract falls through. Informed sources indicated, however, that Minnesota will negotiate independently and wind up on CBS-TV—but probably for considerably less money than under overall league contract.

Spokesman for NFL questioned why Justice Dept. attacked its contract with CBS-TV but not NBC-TV's with National Basketball Assn. and ABC-TV's with American Football League and National Collegiate Athletic Assn.

Pros and Amateurs ▪ He claimed "law should be applicable all the way down the line," and wondered why there should be difference between televising professional and amateur events (as in case of NCAA-ABC-TV contract).

NFL spokesman said league is well aware of existence of controversial 1953 clause which was basis for Judge Grim's judgment last week, but wants government "to rule on it again after eight years of changing economic conditions."

Clause evolved from Dec. 12, 1953, judgment by Judge Grim in case involving legality of NFL's bylaw giving member teams right to "black out" their home territory during home games.

Judge Grim ruled that "black out" bylaw was legal.

He said Friday (July 21) that clause was part of "long order" he issued in case. He explained that clause barred NFL and its teams from making any agreement "having purpose or effect of restricting the areas within which broadcasts or telecasts of games may be made."

He said he could not recall why clause was added since in 1953 no league was engaged in negotiations for its member teams, but that his ruling was comprehensive and covered much ground.

This stricture, apparently thrown in casually, is now crux of government's case against NFL.

Jack Dolph, CBS-TV's director of sports, said CBS reaction "is wait and see" because company lawyers had not had opportunity to go over judgment. He indicated network would not file its own appeal, but would rest case on NFL's appeal.

ABC-TV, which because of involvement with telecasts of AFL and NCAA games, has heavy stake in future of litigation, said through spokesman that it has not seen copy of opinion and has had no opportunity to consider matter.

NBC-TV, which owns rights to NBA games, had no comment.

NBC tops Trendex for space shot on tv

Tv coverage of space shot by astronaut Virgil Grissom Friday morning was seen by 43 million viewers in 40% of U.S. tv homes, NBC estimated. Figures for live tv coverage on all three networks were national projections from Trendex figures in 18 cities and were compared to first astronaut flight May 5.

Trendex ratings and audience shares by network: NBC-TV, 15.4 rating and 61 share, more than combined totals of other networks; CBS-TV, 6.5 and 26; ABC-TV, 3.4 and 13.

Special study of New York tv audience by A. C. Nielsen Co. showed tune-in slightly trailing that for May 5 flight.

Gannett criticized in WAVY-AM-TV sale

Gannett Co., Rochester, N. Y., was accused of past trafficking in broadcast licenses and antitrust violations in a petition to FCC to deny sale of WAVY-AM-TV Norfolk-Portsmouth-Newport News, Va. to Gannett.

Petitioner, Beachview Broadcasting Corp., was losing applicant in original contest for WAVY-TV (ch. 10).

Beachview claimed that 14 newspapers, 4 radio and 2 tv stations owned by Gannett puts that company in precarious antitrust position.

Donahue & Coe gets $3.5 million from C&A

Donahue & Coe Inc., New York, will add $3.5 million in radio-tv billings Aug. 1 when majority of Cohen & Aleshire Inc.'s accounts and personnel merge with D&C.

Harry B. Cohen Sr., board chairman of Cohen & Aleshire, New York, announced merger Friday (July 21). He said D&C will acquire following accounts: Grove Labs Division of Bristol-Myers (4-Way cold tablets); Fitch hair tonic and shampoo; Amstel beer; Kiwi

How to kill an audience with culture

Cultural programming on television can create "wasteland" of its own—if wasteland is interpreted to mean place without people.

Comparison of New York Arbitron figures for two recent prime periods on New York tv tells story.

On Thursday, July 6, WCBS-TV drew low fifth place among New York stations with 9-10 p.m. broadcast of Sir Thomas Beecham and Toronto Symphony. Show had 5.8 rating average for hour against 16.5 for *My Three Sons* and *Untouchables* on WABC-TV, 10.5 for *Bachelor Father* and *Great Ghost Tales* on WNBC-TV, 10.3 for baseball on WPIX (TV) and 6.2 for wrestling on WNEW-TV.

On Saturday, July 15 in 10-11:30 p.m. period WCBS-TV clobbered all competition with 46.8 rating on Miss Universe contest telecast, representing 70% share of total audience. Miss Universe vastly enlarged WCBS-TV's normal audience for that time. Week before station averaged 26.8 rating in same period which started with its regular powerhouse, *Gunsmoke* (10-10:30), and included regular *Sea Hunt*, news and late movie.

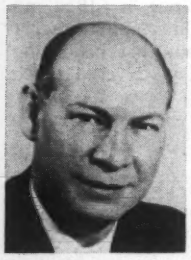
more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Schloat

Warren Schloat, vp and creative director of Compton Adv., N. Y., named vp and creative director of Robert Lawrence Productions, N.Y., producer of tv commercials. Mr. Schloat will serve Lawrence as producer, director, writer and pre-production consultant. He joined Compton Adv. in 1955. Earlier he had been executive tv producer for William Esty Co., N. Y.; tv commercial producer with Young & Rubicam, N. Y.; copywriter for BBDO, N. Y. and animator-story director for Walt Disney Productions on West Coast.

Carl W. Nichols Jr., senior vp, named president and chief executive officer of Cunningham & Walsh Inc., as part of major realignment of agency's top executives. Also involved in reorganization were John P. Cunningham, chairman, who was named chairman of executive committee, and Robert R. Newell, president, who was appointed chairman of board. Three new executive vp's were also named: Edward H. Calhoun, marketing services; Anthony C. Chevins, creative services; and Joseph D. Nelson Jr., account management. (For details and biographical material, see story page 22.)



Mr. Siegel

Simon B. Siegel, financial vp of AB-PT, Inc., elected executive vp of ABC division. Appointment officially ranks Mr. Siegel as second in command at AB-PT and ABC next to Leonard H. Goldenson, president. He will continue as financial vp. Mr. Siegel began entertainment industry career in 1929 at Paramount Pictures, becoming comptroller of newly-formed United Paramount Theatres in 1950, and in 1953 became treasurer of AB-PT upon merger of ABC and UPT. In 1957 Mr. Siegel was elected financial vp and treasurer of AB-PT and ABC. In 1958, he was elected member of board and in 1959 to AB-PT board of directors executive committee.

Mr. Cott

Ted Cott, who resigned recently as vp in charge of broadcast operations for National Telefilm Assoc., N. Y. (WEEK'S HEADLINERS, July 10) appointed consultant on programming and production for CTV Television Network Ltd., new commercial network in Canada that is scheduled to begin operations in fall. Mr. Cott's duties will include advising CTV executives on operations and helping to stimulate and develop Canadian programming and talent. Before joining NTA in 1957, he was vp and general manager of now-defunct DuMont Broadcasting Corp. for two years and earlier had been vp in charge of NBC Radio, and vp for programming and operations of WNEW New York.

For other personnel changes of the week see FATES & FORTUNES

shoe polish; Dormin sleeping capsules; Acno-Tabs, and Lydia E. Pinkham Medicine Co.

All key executives of Cohen & Aleshire, totaling 19 persons, will join D&C. They include Mr. Cohen, Ed Aleshire, Frank Brady and Harry B. Cohen Jr. D&C spokesman said agency's radio-tv billings are at rate of $9 million. Merger will boost total to $12.5 million.

TIO tells station side

FCC last Friday witnessed 30-minute presentation of what tv stations are doing to serve "public interest, convenience and necessity." Slide presentation with running commentary was made by Lou Hausman, director of Television Information Office and introduced by John S. Hayes, president, *Newsweek-Washington Post* Broadcast Division and TIO board member.

Senate to act on FCC revamp

Bill to reorganize FCC will be considered by Senate this week. Senate Majority Leader Mike Mansfield (D-Mont.) scheduled bill (S-2034) for action at request of its sponsor, Sen. John O. Pastore (D-R.I.).

In asking for Senate action, Sen. Pastore described bill as non-controversial, and predicted its easy passage. (See earlier story, page 49).

Space communications money

There's $94.6 million for communications satellites in authorization signed by President Kennedy Friday to spend $1.784 billion on operations of National Aeronautics & Space Administration. Sum is $60 million more than first proposed in Eisenhower fiscal 1962 budget and $50 million more than first proposed in initial Kennedy budget. Overall, Congress passed space authorization bill $400 million above original Kennedy request, mostly for man-on-moon project.

AFTRA to back Minow

Delegates to American Federation of Television & Radio Artists convention in Detroit were expected to adopt resolution over weekend endorsing FCC Chairman Newton N. Minow's stand on station license renewals. Resolution was suggested in speech by Donald Conaway, AFTRA executive director, on opening day of convention Thursday (July 20, when he applauded Mr. Minow's determination to examine local station promises and performances in passing on license renewals.

Convention, which closed yesterday (July 23) featured talk by Herman Kenin, president of American Federation of Musicians, who urged "united" action by entertainment unions on broadcaster obligations.

RCA unveils new tube

RCA Electron Tube Division is introducing today (July 24) first commercial vidicon type camera tube with limiting resolution capability of 1,200 tv lines.

RCA said new vidicon (RCA-8051) is only one designed especially for 35 mm film camera optics. It may be used for high-quality black-and-white film or live pickup, closed-circuit tv involving remote reading of documents or instruments, or for color pickup in three-vidicon cameras.

RCA spokesman said development would result in improved pictures on standard tv receivers, but said new tube will not be used as direct replacement for present cameras. Number of companies, including RCA, are working on new cameras which would utilize RCA's new tube.

ROLLINS APPOINTS BLAIR
FOR
CHARLESTON-HUNTINGTON, W. VA.
WCHS-AM & TV

For national representation
of its West Virginia stations,
covering the Charleston-Huntington area,
Rollins Broadcasting Inc. has named Blair,
effective August 1, 1961.
WCHS Radio, 5000 watts at 580, will be
represented by John Blair & Company.
WCHS-TV, Channel 8, ABC-TV, will be
represented by Blair Television Associates.

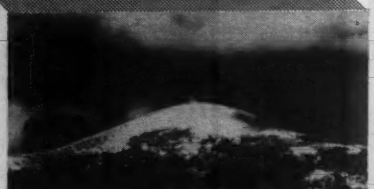
RAVES, RATINGS AND ALL THAT GREAT JAZZ!

NOW—ALSO FOR FIRST TIME SYNDICATION:

- MR. LUCKY
- YANCY DERRINGER
- WIRE SERVICE

114 HALF HOURS
1ST TIME FOR SYNDICATION!
PETER GUNN
STARRING CRAIG STEVENS
WITH HERSCHEL BERNARDI AND LOLA ALBRIGHT
The show that started it all and is still the **best** of them all—Peter Gunn, the private eye with an ivy league profile and a sophisticated approach to danger—urbane story lines and some of the most fabulous jazz of our time by the great Henry Mancini. After three swingin' years on NBC and ABC—sponsored by national advertisers—now available for syndication! Call, wire or write.. the audience is pre-sold coast to coast. Created and produced by Blake Edwards.
OFFICIAL FILMS, INC.
724 FIFTH AVENUE, NEW YORK 19, N.Y., PLAZA 7-0100

"The Big Picture. From the Big Mountain that Blankets the Big Empire!"



KXLY-TV
SPOKANE

"FIRST IN PRIME TIME SPOT RATINGS"
March '61 ARB

KXLY-TV . . 31
STATION B . . . 19
STATION C . . . 13

The most recent ARB taken in Spokane (March) gives KXLY-TV more firsts in homes reached in the "prime time" half hour breaks from 6:30 P.M. to 10:30 P.M. Sunday through Saturday! In over-all night-time viewing (6:00 P.M. to midnight) ARB gives KXLY-TV 4,800 more homes than station "B" and 5,500 more homes than station "C"!

"ARB GIVES KXLY-TV MOST HOMES"

KXLY-TV
Spokane, Wash.
REPRESENTATIVES:
H-R Television Inc.
Seattle . . Day & Wellington
Portland . . . H. S. Jacobson

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

JULY

July 24—Deadline for submission of briefs to the FCC in Boston ch. 5 re-evaluation. This is the proceeding to reconsider the 1957 grant to WHDH Inc., due to *ex parte* contacts made by principals of WHDH Inc. and Massachusetts Bay Telecasters Inc. The third applicant is Greater Boston Television Corp. Reply comments are due 10 days after July 24. Oral argument before the FCC *en banc* is scheduled, but no date has been set.

July 30-Aug. 5—**American Women in Radio & Television,** first mid-career seminar. Syracuse U., Syracuse, N. Y.

July 31—Comments due on FCC rule change regarding broadcast announcement of financial interest held by station management or employes in products or services promoted on air (plugola).

AUGUST

Aug. 1-4—**Advertising Age Summer Workshop on Creativity in Advertising.** Palmer House, Chicago. Participants include Norman (Pete) Cash, TvB; Marion Harper Jr., Interpublic Inc.; Leo Burnett, Leo Burnett Inc.; Fairfax M. Cone, Foote, Cone & Belding; Edgar Kobak, management consultant.

*Aug. 3-4—**Northwestern U. Conference on Mass Media and their Responsibilities in Free Society,** Northwestern U. School of Law, Chicago. Participants include FCC Chairman Newton N. Minow; J. Leonard Reinsch, executive director of Cox stations; Pierre Salinger, presidential news secretary; former FCC Commissioner Charles H. King; Prof. Louis L. Taffe, Harvard Law School; Dean Roscoe Barrow, U. of Cincinnati Law School and FCC consultant; Fairfax Cone, chairman, Foote, Cone & Belding; Clair R. McCollough, chairman NAB Board; Ralph McGill, publisher, *Atlanta Constitution;* Ward L. Quaal, WGN Inc.; William R. McAndrew, NBC News; Warren K. Agee, executive officer, Sigma Delta Chi; Edward L. Bernays, public-relations consultant; Prof. John E. Coons, Northwestern U. (conference director); John W. Guider, WMTW (TV) Poland Spring, Me.; Morris S. Novik, broadcast consultant, AFL-CIO; John Taylor, WTTW(TV) Chicago etv station; W. Theodore Pierson, Washington communications attorney; Peter Goelet, National Audience Board president; Sig Mickelson, Time Inc.; Sol Taishoff, editor and publisher BROADCASTING and *Television* magazines, and others.

Aug. 6-8—**Georgia Assn. of Broadcasters,** annual summer convention. Speakers include Frank Fletcher, immediate past president of Federal Communications Bar Assn. King & Prince Hotel, St. Simon's Island, Ga.

Aug. 7-11—**American Bar Assn., 84th annual meeting,** 15 principal hotels and Kiel Auditorium, St. Louis. To be addressed by President Kennedy and numerous other top government officials, including special presidential assistant James M. Landis and chairmen of "big six" regulatory agencies, including FCC and FTC.

Aug. 11-12—**Texas Associated Press Broadcasters Assn., fourteenth annual meeting.** Hotel Lincoln, Odessa, Tex.

Aug. 15—Reply comments due on FCC rule change requiring broadcast announcement of financial interest held by station management or employes in products or services promoted on air (plugola).

*Aug. 21-30—**ABC Radio Affiliates Meetings.** A series of four regional meetings, for network officials and representatives of affiliated stations. The schedule: Aug. 21, New York, Sheraton-East Hotel; Aug. 25, San Francisco, Mark Hopkins Hotel; Aug. 28, Chicago, Sheraton-Chicago Hotel, and Aug. 30, New Orleans, Sheraton-Charles Hotel.

Aug. 22-25—**1961 Western Electric Show & Convention.** Cow Palace, San Francisco.

Aug. 25-26—**Arkansas Broadcasters Assn.,** fall meeting. Sam Peck Hotel, Little Rock.

SEPTEMBER

Sept. 2—Ninth annual **California State Fair Press-Radio-Tv Top Story Awards** banquet in Governors Hall, State Fair Grounds, Sacramento, Calif. Medal awards presented for best news and public service programs broadcast by California radio and tv stations June 1, 1960,-May 31, 1961; also for best newspaper and magazine stories of year.

Sept. 5—Comments due on FCC inquiry and notice of proposed rulemaking changing fm spectrum and looking into duplication of am-fm programming.

Sept. 7—Deadline for comments on FCC rulemaking on revised program forms required with all broadcast applications.

Sept. 7—Comments on FCC rulemaking imposing new log-keeping methods and stipulating three-year maintenance of logs due.

Sept. 10-13—**Assn. Canadienne de la Radio et de la Television de Langue Francaise, annual convention.** Seaway Hotel, Toronto, Ont.

Sept. 11-17—**Affiliated Advertising Agencies Network** 17th annual international meeting. Sheraton-Blackstone Hotel, Chicago.

Sept. 14-16—**Michigan Assn. of Broadcasters fall convention and business meeting.** Hidden Valley, Gaylord, Mich.

Sept. 15—Deadline for comments on FCC proposal to grant rate increases to AT&T and Western Union for leased-line telegraph services.

Sept. 15—Comments due on proposed FCC rulemaking limiting grants of vhf translator stations only to those which would cover unserved areas rather than simply extend an existing station's coverage area.

Sept. 16—**UPI Broadcasters Assn. of North Carolina,** annual meeting and news seminar. Hotel Robert E. Lee, Winston-Salem.

Sept. 18—Reply comments due on FCC rulemaking on revised program forms.

Sept. 18—Reply comments due on FCC rulemaking on new method and time period for keeping station logs.

Sept. 18-19 — **CBS Radio Affiliates Assn.,** annual convention. Waldorf-Astoria Hotel, New York.

Sept. 21-23—**Advertising Federation of America,** 10th district convention. Hotel Mayo, Tulsa.

*Sept. 22—**Radio & Television Executives Society,** newsmaker luncheon, Hotel Roosevelt, N. Y. FCC Chairman Newton N. Minow is speaker.

Sept. 24-26—**Louisiana Assn. of Broadcasters, annual convention.** Buena Vista Beach Hotel & Motel, Biloxi, Miss.

Sept. 27-30—**Radio Television News Directors Assn.,** 15th international convention. Statler-Hilton Hotel, Washington, D. C.

OCTOBER

Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

Oct. 5—Reply comments due on FCC inquiry and notice of proposed rulemaking changing fm spectrum and looking into duplication of am-fm programming.

*Oct. 7—Comments due on FCC's reopened option-time rulemaking. Reply comments will not be accepted.

Oct. 8-18—**International seminar on instructional television, sponsored by Purdue U. in cooperation with UNESCO and the U.S National Commission for UNESCO.** Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

Oct. 9-11—**National Electronics Conference,** International Amphitheatre, Chicago.

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Amazed, gratified

EDITOR: . . . I'm always amazed and gratified to read BROADCASTING's stories on activities in which we have had a hand (BROADCAST ADVERTISING, July 10). The articles are always accurate, well written and to the point and—considering your circulation among station personnel throughout the country—vitally important to us.—*Herbert Zeltner, Vice President and Media Director, Lennen & Newell Inc., New York.*

More to be desired

EDITOR: I thought you would like to know how pleased I was with the reception to my MONDAY MEMO in BROADCASTING's June 19 issue. The article drew a lot of comment via phone, letter and in personal conversations with sales representatives of the different broadcast media, as well as agency media people themselves. Apparently there are a few other people in the business who feel that there is more to be desired in the evaluation of frequency. —*Sam Novenstern, Media Director, North Advertising Inc., New York.*

Deeply impressed

EDITOR: . . . We were deeply impressed by the coverage in depth of a most difficult subject (Samuel W. Yorty's successful use of tv in his campaign for mayor of Los Angeles, THE MEDIA, July 10) and by the thoroughness of the story. . . .—*Irvin L. Edelstein, President, Irvin L. Edelstein Assoc., Los Angeles.*

Appreciation

EDITOR: We are impressed with your article on our company, "How radio lit a light under Zonolite" (BROADCAST, ADVERTISING, July 10), and want to express our warm appreciation. . . .—*L. A. Castell, Editorial Department, Western Mineral Products Co., Minneapolis.*

Extends vital facts

EDITOR: The article, "Is FCC making fm basic medium" (BROADCASTING, July 3) is very informative and is one of the first on this medium that extends vital facts. . . . —*Fred J. Shannon, Kelly, Zahrndt & Kelly Inc. Adv., St. Louis.*

AMA series a hit

EDITOR: Dr. (James Roger) Fox and I greatly appreciated the fine story you printed about *Doctor's House Call* (PROGRAMMING, July 3). Already . . . we have had over a dozen inquiries from stations. . . . —*John R. Lucas, Prestige Productions Co., Minneapolis.*

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says Frank S. Lane
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MONDAY MEMO

from LEE CURRLIN, vp and media manager, Benton & Bowles, N. Y.

Media and programming: why their hearts beat as one at B&B

The mercurial state of television during the past couple of years has made it necessary for agencies whose clients have substantial network tv investments to establish a much closer working relationship between their media and programming departments than in the past.

We at Benton & Bowles have successfully accomplished a virtual wedding of the two departments and I'm sure other agencies have made similar moves, which in many cases represents a significant change because of the traditional feeling of rivalry between media and programming.

A great change started taking place in network television at the start of the 1958-59 broadcast season. This was the emergence of ABC as a strong contender for audiences along with NBC and CBS. Before this time it was relatively easy to plan and purchase network television because it was much easier to predict the performance of television programs. Also, prior to the 1958-59 season, programs were sold on either a full half-hour or alternate half-hour sponsorship basis and more often than not you were locked in for 52 weeks.

Thus, planning and purchasing of network television was relatively uncomplicated. Under these conditions there was less need for frequent contact between media and programming than there is today.

Unpredictable Medium ▪ Today television is about as unpredictable as anything in the advertising business can be. This can be illustrated by the great mortality rate of television programs from season to season. For example, here are the names of some of the shows which started but didn't finish the last broadcast season:

Riverboat, Dan Raven, Garlund, Witness, Islanders, Wanted, Dead or Alive, Klondike, Acapulco, My Sister Eileen, Ann Sothern, Dante, Take a Good Look, Jackie Gleason.

In addition, a long list of shows were on the air last season, but will not return next fall. Some of these are shows that have enjoyed long successful runs:

The Rebel, Shirley Temple, Tab Hunter, Loretta Young, This Is Your Life, Peter Gunn, Bringing Up Buddy, June Allyson, The Americans, Barbara Stanwyck, Hong Kong, Angel, Peter Loves Mary, Guestward Ho, Zane Grey, Bat Masterson, Ernie Ford, Groucho, M. Shayne, Deputy, Wyatt Earp, Stagecoach West, Tom Ewell, Harrigan & Son, Law and Mr. Jones.

Obviously, there were advertisers and agency people—including media and programming people—and networks and program producers who were betting that many of these programs would continue successful runs or become outstanding successes. Just as obviously, a lot of people were wrong, and there is no reason to believe that this high program mortality rate will not be with us from now on.

This means we are all going to have to get deeper and deeper into the problem of analyzing and predicting program performance. Today there is a more urgent need than ever before to develop new tools, both qualitative and quantitative, for program and time period analyses. To be used intelligently, these must be examined in combination and put to use jointly by media and programming.

New Patterns ▪ Another development during the 1958-59 season: the networks started to offer advertisers for the first time thirds of half-hour programs and alternate-week thirds of hour programs so that an advertiser could buy a single network commercial minute on a weekly basis.

This practice has mushroomed to such an extent that a very large percentage of the program time during the evening can be purchased on a one-minute or so-called participating basis. In fact, today you can buy scatter plans that will give you a few minutes on any number of programs, and you can buy these long term or short term.

These kinds of buys are considered even by the networks to be basically media buys—and they are indeed—because their flexibility presents the kind of problems that rightfully fall into the media department's area. However, even this kind of buy can be made more intelligently through counsel with the programming department.

These are important and fairly drastic changes, and since necessity is the mother of invention, we saw a need for a change in our operation at Benton & Bowles.

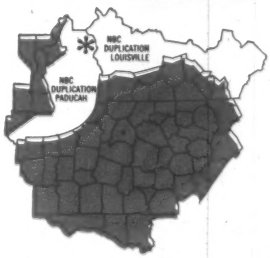
The change that we made was simple but effective. The media and programming departments were brought together under the supervision of one person—Lee Rich, our senior vice president in charge of media and programming. Mr. Rich has always recognized, and still does, the importance of the media department's role in the planning, selecting and purchasing of network television programs.

So it was an ideal solution with the right man in charge. We think it has worked out so well that, considering today's network television situation, we just don't see how we could function properly in any other way. I report directly to Lee Rich as head of the media department, as does Grant Tinker, head of our programming department. Grant Tinker now knows a lot more about programming.

It's Mutual ▪ How do we make it work? By working closely together. It's as simple as that. Instead of a feeling of rivalry between media and programming, there is a feeling of respect for each other's role at the agency and this results in the kind of cooperation necessary to do the best possible job for our clients.

Media and programming, in certain areas of responsibility, are like love and marriage—you can't have one without the other. Although we all know there is love without marriage and marriage without love, and there are media and programming departments that try to get along without each other, I submit that this kind of carrying on can only lead to complications and in some cases, grave consequences.

Lee Currlin joined Benton & Bowles Inc. as a media buyer in 1953. He was subsequently appointed as assistant media director, and became an associate media director in 1958. A year later he was made vice president and manager of the media department. He reports to Lee Rich, senior vice president in charge of both media and programming. Before joining B&B, Mr. Currlin was with the William H. Weintraub Agency (now Norman, Craig & Kummel) and Kenyon & Eckhardt.



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This virtually unduplicated network coverage (proved by NCS #3) and unparalleled local programming maintain WLAC-TV's acknowledged position of leadership. of course.

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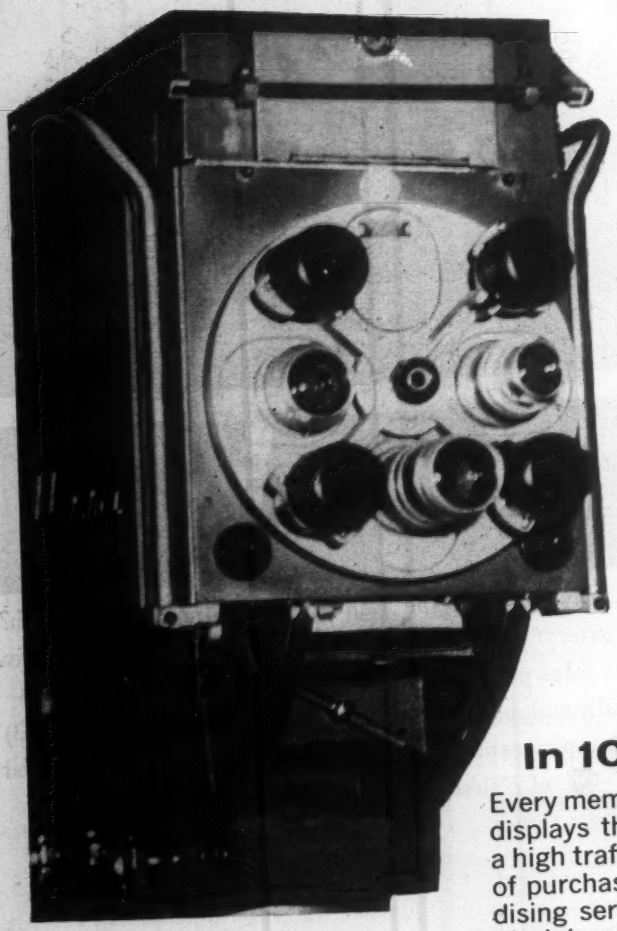

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NBC

NBC-TV Basic: Tom Tinsley, President; Irvin Abeloff, Vice President.
National Representatives: Select Station Representatives in New York, Baltimore, Washington and Philadelphia; **Adam Young** in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; **James S. Ayers** in the South and Southwest.

WXEX-TV

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
July 24, 1961 Vol. 61, No. 4

PROGRAMMERS PICK TV FAVORITES

Executives like drama, documentaries and news shows best

Select astronaut shoot, presidential debates top programs

View just over 13 hours weekly, most at home, some at office

The men who program television—the men accused of overloading it with crime and violence—prefer drama, documentaries and news shows for their own personal viewing.

They rate the *20th Century* documentary series 2-to-1 ahead of *The Untouchables*—and indeed, if they had to nominate any current series for oblivion, *The Untouchables* would be their first choice. They vote the first astronaut shoot, the Kennedy-Nixon debates and related coverage of last year's presidential campaign as the "best" television they ever saw, and if they had the power to call back one program from bygone years, the *Playhouse 90* dramatic series would be their favorite by 5-to-1 over their second choice (the also non-violent *Wide Wide World*).

Like many other parents—perhaps more than most other parents—they take a positive hand in their own children's viewing: Eight out of ten put limits on what or how much their children may watch. And like television's most outspoken critics they think crime and violence are "bad" for youngsters to watch.

Decision-Makers ▪ These conclusions emerge as the dominant viewpoints in a survey conducted by BROADCASTING among programming decision-makers in networks, agencies and program production firms. Approximately 175 were canvassed. These are the men regarded as primarily responsible for most network and much local programming, through their influence in the selection of programs to be seen or offered for selection.

Respondents were guaranteed anonymity in order to encourage frankness in their replies. Their answers as a whole showed a wide range of personal opinion and preference, with the experts at odds in many instances, but from the total this picture of the "average" television program executive may be drawn:

- He watches television 13 hours 4 minutes a week at this time of year—about average for him for the whole year, he figures, although in some cases it's a little less than average because the pilot-screening season is over and the new one hasn't begun.
- He does most of his viewing at home—10 hours 30 minutes of it, to be exact—but also puts in 2 hours 13 minutes a week in viewing at the office, and 21 minutes a week in "other" places.
- It's sometimes hard to tell whether he is watching for business or pleasure, but he divides it as 5 hours 32 minutes

ABC's top executives tell how they watch television

It takes three sets going simultaneously for some tv executives to get their television viewing done. Oliver Treyz, president of ABC-TV, is shown here with a specially designed three-channel set in his office.

His boss, President Leonard Goldenson of AB-PT, has five black-and-white and two color sets, keeps three going simultaneously at home during new program introductory season in fall, watches all three networks but keeps two silent until on rotation basis, he has both seen and heard all new shows, both his own and his competitors, at least once. Says he also follows all of ABC's new shows for at least eight weeks to make sure they maintain standards of openers.

Like Mr. Goldenson, Mr. Treyz has five black-and-white and two color sets at home. During fall introductory period he takes film prints of ABC-TV's new shows home on weekends, reviews them in home screening room, then catches the competition on week nights. He says his own regular-series favorites are *Untouchables* (ABC), *Danny Thomas* (CBS), *My Three Sons* (ABC), *Candid Camera* (CBS), *Real McCoys* (ABC). Messrs. Goldenson and Treyz agreed to waive anonymity for this look at their personal viewing habits. Their counterparts at other networks preferred not to speak for the record.

a week for business and 7 hours 32 minutes for pleasure ("non-business").

▪ He has two black-and-white sets in working order—plus not quite one color set (two out of three respondents said they had at least one color receiver).

Asked to name the three program types they "generally enjoy most," some respondents named more than three and a few named less, but all principal program types got at least one mention. Those named most often were the following (showing the percentage of respondents naming each):

General drama	64 per cent.
Documentary	56
News	40
Mystery	30
Situation comedy	28
Variety	28
Western	25
Talk	25
Sports	19
Panel	14
Adventure	14
Movies	11

Pet Hates ▪ The programmers were more discriminating in their "least liked" categories. Where a total of 16 types gained mentions as generally enjoyed most, only 11 were singled out as generally least enjoyed. Those named most often as non-favorites (again with percentage of mentions):

Game	50 per cent.
Panel	42
Western	40
Participation	30
Situation comedy	28
Talk	25
Variety	14
Mystery	11

The cosmopolitan nature of the executives' preferences was demonstrated when they undertook to name (1) their "five favorite programs" and (2) five others which, if five prime-time network shows had to be deleted, they would nominate for oblivion.

In all they named 66 different programs as their favorites—plus such generic preferences as pro football, baseball, news specials and movies.

No single program was named a favorite by more than 22 per cent of the respondents. *20th Century* (CBS-TV) made first place with that figure. *Perry Mason* (CBS) got the vote of 20 per cent and five shows—*Huntley-Brinkley News* (NBC), *Andy Griffith Show* (CBS), *Perry Como* (NBC), *CBS Reports* (CBS), and *Thriller* (NBC)—tied for third place with mentions by 17 per cent.

Tops with Programmers ▪ Here are the programmers' top 20, ranked according to percentage of mentions (actually, it's top 22, because of ties):

1. *20th Century* (CBS).
2. *Perry Mason* (CBS).
3. *Huntley-Brinkley* (NBC).
3. *Andy Griffith* (CBS).
3. *Perry Como* (NBC).
3. *CBS Reports* (CBS).
3. *Thriller* (NBC).
7. *Gunsmoke* (CBS).
8. *Untouchables* (ABC).
8. *Danny Thomas* (CBS).
8. *Ed Sullivan* (CBS).
8. *Twilight Zone* (CBS).
12. *Have Gun Will Travel* (CBS).
12. *Bonanza* (NBC).
12. *Douglas Edwards News* (CBS).
12. *Garry Moore Show* (CBS)
12. *Meet the Press* (NBC)
12. *Naked City* (ABC).
12. *Bell Telephone Hour* (NBC).
12. *Hitchcock Presents* (NBC).
12. *Hennessey* (CBS).
12. *Jack Paar Show* (NBC).

A total of 47 different shows were mentioned in response to a query asking the programmers which five they would nominate if five prime-time network programs were to be taken off the air.

This question also brought more sweeping responses—both pro and con. One executive voted to drop "any five westerns." Another suggested dropping "every third one of each type—I want more choice (of program categories)." Another thought "most of the westerns could be dispensed with, and another "couldn't think of any I'd really like to save." At the other extreme, one voted to drop "none" because once in a while they are nearly all good."

Untouchables Vetoed ▪ Leader in the oblivion hit parade was *The Untouchables* (ABC), nominated by 20 per cent of the respondents. It was followed by *Whispering Smith* (NBC), *Adventures in Paradise* (ABC), *Surfside Six* (ABC) and *Hawaiian Eye* (ABC), each of which was named by 17 per cent; *Bringing Up Buddy* (CBS), named by 14 per cent, and *Roaring 20s* (ABC) and *Pete & Gladys* (CBS), which were mentioned by 11 per cent.

Twenty-two programs were singled out in response to the question: "What program no longer on air would you like to see back (if any)?" These nostalgic responses included, among others, *Mama, Sid Caesar, Kukla, Fran & Ollie, Philco Playhouse, Producer's Showcase, Comedy Hour, Omnibus, Studio One, Climax, Person To Person* with Edward R. Murrow, *Tales of Tomorrow* and *$64,000 Question* and an

Current hubbub is

Despite all the criticism, "broadcasters are no less responsible, sensitive or intelligent than any other business executives—they are just more exposed."

This is the view of a veteran television program executive, Robert F. Lewine, programs vp of CBS Films, formerly with NBC and before that with ABC. He offered it in an analysis of the "current hubbub" in a letter accompanying his replies to BROADCASTING's survey of the viewing habits of leading program authorities (see page 19).

Mr. Lewine said:

"It is my considered opinion that the current hubbub about television is a typical excess just as the current trend of action-adventure programs is an excess and just as the last four years of westerns were an excess. Indeed, we seem to be a nation of excesses in eating, drinking habits, appliances, chromium on automobiles, above-knee-length dresses, Metrecal, Elvis Presley, the stock

Top 100 spend 53.5% in tv advertising

Last year's top 100 national advertisers spent more money than ever before for network and national spot tv advertising—and more than in all other media combined — according to the Television Bureau of Advertising. Of the $1,695,353,369 spent by the group last year (marking a 5.6% overall increase in their budgets over 1959) 53.5%, or $906,467,950, was spent in tv (with the medium getting 62.3% of the overall budgetary increase). Network tv expenditures for the leading 100 advertisers rose 8.5% in 1960, while spot tv enjoyed a 3.6% increase.

Other favorable statistics for tv: 98 of the top 100 advertisers used at least some tv to carry their advertising messages (the only outsiders were liquor companies); 71 considered tv their basic medium; 51 spent over 50% in tv; 33 spent more than two-thirds, 19 more than 80%; and 9 more than 90%.

an excess—but it may serve a useful purpose

market, rock 'n' roll ad nauseam.

Never Ashamed ▪ "I make my living in television and have done so quite comfortably for more than sixteen years. Never have I been ashamed of it; often have I been concerned about it. Much of it is second-rate; some of it is third-rate and more than we can possibly recall to mind is first-rate. I suspect that this ratio holds true in other creative endeavors whether it be publishing, the legitimate theatre, music, motion pictures, architecture or the arts. Those who would make wholesale condemnation of television should not blithely ignore its very unique pressures. The incredible appetite and the equally incredible logistics and economics. When these pressures cease to become factors in television programming, then we will have the equivalent of the BBC.

"Programming is far from perfect and it never will be; it is far from atrocious and it never will be. At

the rate of having to provide ten thousand hours of information and entertainment each year, it is simply unrealistic to expect that television can avoid failures, bad taste, carbon copies, shoe-string productions and ills inherent in mass production.

No Real Infancy ▪ "I do not believe that the label of "Golden Age" applies to any period of television's life unless those who claim a golden age are merely being nostalgic about those times when the television receiver was still a complete novelty which encouraged viewers to watch regardless of whether it was wrestling or the *Kraft Television Theatre*. Network television is a mere thirteen years old and it never really had an infancy—it was born an adult. I'm certain these investigations, hearings and speeches from on high will serve their purpose by reawakening responsible broadcasters to their obligation to maintain more diversity and balance in their programming. Legislation will not be needed. Wholesale condemnations by the industry's dissidents are just as inappropriate as wholesale defenses by the industry. Broadcasters are no less responsible, sensitive or intelligent than any other business executives—they are just more exposed."

unspecific quiz shows. But the winner far and away was CBS-TV's trail-breaking *Playhouse 90*, named by 42 per cent of all respondents. *Wide Wide World*, NBC-TV's pioneering venture, took second place with mentions by 8 per cent.

Not all programmers wanted to call any particular program back from the past. As one observed, he didn't "particularly" want to see any revived, because "I'd like to see some innovation . . . some imagination . . . something that is not formula."

Shepard's Show ▪ Comdr. Alan Shepard's ride into space was the dominant choice for the program or event liked best out of "All you have seen on tv." A close second was last year's convention and election coverage, including the historic Kennedy-Nixon debates. These were followed by *Peter Pan* (NBC), the Fred Astaire Specials (NBC), coverage of President Kennedy's inauguration, and the *Project 20* series (NBC). Nearly a score of other shows, mostly dramatic offerings, documentaries or special events, also were mentioned.

Respondents with children under 16 years of age gave widely varying answers when asked what programs, if any, they "particularly want your children to watch."

Three said "very few," "damn few," and "can't think of any," while four others reported simply "none." Several did not respond at all to this part of the questionnaire.

Most of those who did reply listed programs or categories generally considered in the children's or all-family class—*My Three Sons, Shirley Temple, Father Knows Best, Disney, Capt. Kangaroo*, etc. "Documentaries," "news and information," *Project 20, 20th Century* and *Play of the Week* also got a few mentions, indicating that age of the children obviously is an influence.

Limit Viewing ▪ A total of 80 per cent of those who answered this question said they do limit their children's viewing in some way: Either by putting a ceiling on the amount of watching that is permitted, or by ruling certain programs off limits—or by both methods.

To get the views of programmers who have no children at home as well as those who are practicing parents, the questionnaire asked "which programs, if any, do you feel are good for children to watch?" The answers agreed generally with those given previously by parents with youngsters at home, with additional emphasis on such shows as *Lassie, Mr. Wizard, Danny Thomas, Bugs Bunny, Flintstones, Leave it to Beaver, Shari Lewis Show*, etc.

One respondent said "there are very few children's shows on tv—this is our major disgrace." Another thought that "generally all" tv programs would be good for youngsters.

A query about shows considered "bad for children to watch" produced a few program titles—*Untouchables* and *The Three Stooges* led the list—but most of the answers condemned "violence," "rough talk," "immorality," "programs that scare them or deal with adult problems," etc., rather than naming specific shows.

These answers ranged from the view that "none" would be harmful to the contention that 90 per cent of all dramas, mysteries and westerns on the air today" would be bad for children. "A normal child can watch about anything available on tv without harm," said one. It "would take a book" to list all that would be harmful, said another. Most of the replies fell between those extremes but concentrated on violence as the biggest offender.

Parents who limit their youngsters' viewing said they do so in various ways. Some put arbitrary limits on the number of hours that may be spent before the set; others name a specific cutoff time (bedtime, for instance), rule out television altogether on school nights or raise or lower the ceiling in relation to the children's marks in school. The other primary form of limitation, sometime's imposed in addition to the limit on time, is to name the programs—or types of program—that may be watched. Not all respondents went into detail on this point: one, asked "in what way" he imposed limitations, replied simply: "I cut off the set."

C&W gets major surgery, transfusion

NEW MANAGEMENT BLOOD TAKES OVER AS CHICAGO OFFICE IS SOLD

Cunningham & Walsh, which this year has lost accounts totaling close to $20 million, reorganized its top echelon last week. At the same time the agency sold its Chicago office to a group of company executives who were running its operations, but C&W indicated it would open a new office in Chicago soon.

Chosen to help stem the adverse tide against the agency were four young company officers whose average age is 40 years (also see WEEK'S HEADLINER's, page 10).

Carl W. Nichols Jr., 37, a senior vice president, was named president succeeding Robert R. Newell, who was shifted to board chairman. John P. Cunningham, who had been board chairman, was appointed chairman of the executive committee.

Three vice presidents—Joseph D. Nelson Jr., 42, Anthony C. Chevins, 40, and Edward H. Calhoun, 41—were named executive vice presidents, a newly created title at C&W. Mr. Calhoun is in charge of marketing services, Mr. Chevins is top man in creative services, and Mr. Nelson heads the account management department.

In another management shift, Carl R. Giegerich, formerly senior vice president and chairman of the executive committee, becomes chairman of the plans board.

The executive committee now consists of Mr. Cunningham (chairman) and Messrs. Calhoun, Chevins, Nichols and Nelson. The plans board is now being reorganized under the direction of Mr. Giegerich.

The Chicago office was sold for an undisclosed price to Ivan Hill and three associates. Effective July 31, the new agency will be known as Hill, Rogers, Mason & Scott.

Mr. Hill will be president of the new organization; Laurence W. Scott, executive vice president; Sherman E. Rogers, vice president in charge of creative services; and Kenneth Mason, vice president in charge of marketing services. Mr. Hill was formerly executive vice president in charge of midwest operations for C&W; Mr. Scott was senior vice president and account supervisor; Mr. Mason was vice president and account supervisor; and Mr. Rogers was vice president and creative director.

At the beginning of this year, C&W had estimated billings of more than $54 million and ranked among the country's first 20 agencies in total domestic business. During the first six months of 1961, the agency lost Sears, Roebuck & Co. (national advertising account), billing more than $4 million last year; Crown Zellerbach Corp. (consumer product division), with billings of more than $1 million; Smith-Corona Marchant Inc., which billed some $1.5 million; Italian Lines, with approximately $1 million in billings; Revell Inc. (toy and game manufacturer), which billed about $150,000; and Texaco Inc., with billings, after discounts, of some $12 million.

The Texaco account, whose departure was a staggering loss to C&W, went to Benton & Bowles; the Revell business went to Fletcher Richards, Calkins & Holden; Ogilvy, Benson & Mather grabbed off the Sears, Roebuck billings; and the Italian Lines went to Kastor, Hilton, Chesley, Clifford & Atherton Inc. Crown Zellerbach and Smith-Corona Marchant are still shopping for new agencies.

C&W's total loss of business for the first six months of this year, more than $19 million amounts to about 37% of its total billings for 1960. During that period the agency hasn't picked up any appreciable accounts to offset the losses.

Mr. Nichols, C&W's new president, joined the agency in 1950. He worked in the research department for three years before transferring to the copy department, where he worked on such accounts as AT&T, Sunshine Biscuits and Folger's Coffee. In 1957 he was made a vice president, a creative director, and a member of the management committee.

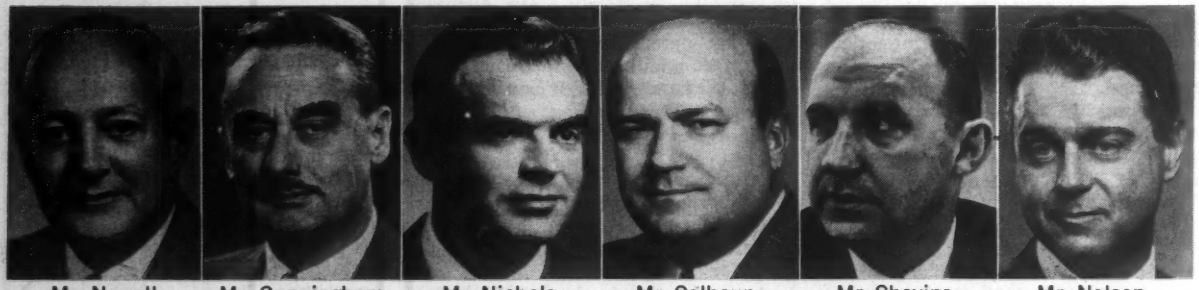
Two years later Mr. Nichols was appointed senior vice president and account supervisor on the Johns-Manville and St. Regis Paper Co. accounts. In 1960 he was elected to the agency board of directors, and was placed in charge of the account management division.

Joseph D. Nelson Jr. joined C&W as a vice president and account supervisor of the Jergens-Woodbury account in 1957. For 17 years before that he was with Stockton, West, Burkhart Inc., serving as president of the agency for the last two years of that time.

In 1959, Mr. Nelson was appointed a member of the management committee at C&W, and also was named director of the account management division, elected a senior vice president and made a member of the agency's executive committee.

Anthony C. (Tony) Chevins joined the creative department of C&W in 1951, and was made director of the department eight years later. He formerly was a copy writer at BBDO, working on such accounts as American Broadcasting Co. and Lucky Strike cigarettes. He's a member of the board of directors and the executive committee of C&W, and also serves on the management committee.

Edward H. Calhoun joined C&W in 1950 from Chicago, where he was di-



Mr. Newell | Mr. Cunningham | Mr. Nichols | Mr. Calhoun | Mr. Chevins | Mr. Nelson

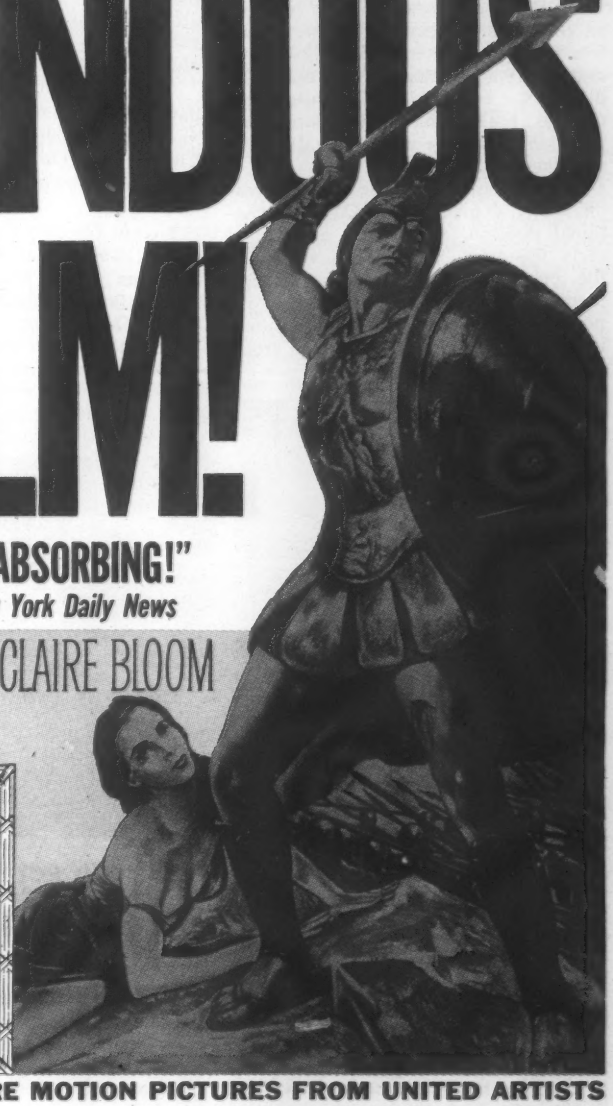
"A STUPENDOUS FILM!

A-OKAY

HIGHEST RATING! VIVID...EXCITING...ABSORBING!"
–New York Daily News

RICHARD BURTON FREDRIC MARCH CLAIRE BLOOM

ALEXANDER THE GREAT



THE A-OKAY'S ... 32 RECENT FINE FEATURE MOTION PICTURES FROM UNITED ARTISTS

u.a.a.
UNITED ARTISTS ASSOCIATED, INC.

NEW YORK 247 Park Avenue, MU 7-7800 ■ DALLAS 1511 Bryan St., RI 7-8553
CHICAGO 75 E. Wacker Dr., DE 2-2030 ■ HOLLYWOOD 1041 N. Formosa Ave., HO 6-3429

rector of sales, merchandising, advertising, publicity and promotion for three years for American Marietta, a paint and chemical corporation. Previously he was director of sales and advertising for K. C. Baking Co., and assistant advertising and merchandising manager of the John F. Jelke Co. (now Good Luck Division of Lever Bros.).

At C&W, Mr. Calhoun has been account supervisor for Folger's Coffee, Boyle Midway Division and the Whitehall Division of American Home Products. He is a member of the agency's board of directors and of its executive committees.

C&W's reorganization took in still another area. Robert W. Daily, executive vice president of West Coast operations, was elected to the board of directors. Edward G. Comstock and George McMoran, both senior vice presidents with the agency, continue as secretary and treasurer.

A spokesman for the agency emphatically denied that C&W's international division, which was established early this year, would be a victim of the current reorganization. He said there was "absolutely no truth" to reports that the agency would discontinue its plans for expansion in foreign areas.

Bulova's $1 million buy on NBC-TV

Bulova Watch Co. has spread a $1 million blanket of participations across NBC-TV's fall nighttime schedule, and additional buys are under consideration.

As Bulova's schedule stands currently, Sundays and Wednesdays are the only nights omitted from the prime-time orders for its consumer product advertising, all via Sullivan, Stauffer, Colwell & Bayles Inc., New York (watches, Accutron electronic timepiece, transistor radios, clock and table radios and portable stereo phonographs). The orders range across all night time periods and almost all types of tv program fare.

The six NBC-TV shows purchased to date are *National Velvet* (Mon.); *Laramie* and the *Dick Powell Show* (both Tue.); *The Outlaws* (Thur.); *International Showtime* (Fri.), and *Feature Films* (Sat.).

Except for two network specials last spring, Bulova has been a tv absentee in recent years. The company was one of tv's first commercial sponsors, with B-U-L-O-V-A time signals at $4 per announcement 20 years ago.

Beach taping nice work if you can get it

What looks like a leisurely day at the beach was just the opposite for the people pictured here, at Seabright, N. J., June 28. Videotape Productions of New York spent the day (8 a.m. to 4:30 p.m.) there to produce five one-minute commercials for the National Biscuit Co., in two different beach locations. It was the advertiser's first video-tape remote, and the tight production schedule even required the chartering of a helicopter for Carol Reed (holding package of Nabisco crackers), who was featured in the commercials. Miss Reed is the weather girl for WCBS-TV New York's 6 p.m. weather show, and the helicopter arrived at 4:30 p.m. to fly her back to the city in time for her show. Supervised by George Weber, McCann-Erickson (Nabisco's agency) producer (r, kneeling and hatted), the last commercial was completed as the helicopter and a high tide arrived simultaneously. (A model at far right is unidentified.) The commercials are appearing on NBC-TV's *Wagon Train* and *Concentration* and CBS-TV's weekday *Millionaire* series.

Get rich quick?

The average western advertising agency has increased its billings 22% since 1957, according to a survey of all advertising agencies in the western states conducted in May by John B. Knight Co., for the Western States Advertising Agencies Assn. But, in the same three-year period, gross agency profits have dropped 15.8%.

Median profit before taxes for the 78 agencies reporting was $9,288, which might be an eye-opener for those who envisage the advertising agency field as a get-rich-quick business. Yet 60% of the agencies reported increases in billings in 1960 as compared to 1959, with 20% reporting a decrease and 20% showing no change.

NBC seeks dismissal of $100,000 damage suit

NBC moved in New York Supreme Court last week to dismiss a $100,000 damage suit brought against it and two of its star performers, Jack Paar and Ralph Edwards, by a woman who once appeared on the Edwards' *This Is Your Life* program. Mrs. Elizabeth Hahn, of Connecticut, had charged that defamatory remarks were made about her when Mr. Edwards was on NBC-TV's *Jack Paar Show*.

Mrs. Hahn's husband, Abraham, also is suing NBC, charging that the *This Is Your Life* program had "falsely represented" his family life. Instead of being happily married as implied on the show, he said, he and his wife have been separated for six years and have started divorce proceedings.

In her complaint Mrs. Hahn said that Mr. Edwards referred to her as "a fraud and a phony" while he was a guest on the Paar show.

Chain saw chain

New tv venture for McCulloch Corp., Los Angeles, on behalf of advertiser's chain saws gets underway next Oct. 1. It will make use of approximately 90 markets located throughout U. S. excluding major markets in east (aimed for lumber-producting areas), will feature participations in *Royal Canadian Mounted Police* syndicated tv series in markets selected. Advertiser seeks tie-in with its distributors because of advertiser's limited tv budget. Agency is Fuller & Smith & Ross, Los Angeles, which has six men in field to facilitate buying and tie-ins.

Single camera operation shooting illustrates the simple and mobile operation that marks MGM Telestudio's on-location productions. The scene was one of nine that make up a 90-second Texaco commercial scheduled for presentation on NBC-TV's 'Huntley-Brinkley Show.'

TAPE FIRM GOES RURAL

MGM Telestudios rents farmhouse for summer as operational base for remote commercials

Commercials in the country—that's the pitch MGM Telestudios is giving its clients these days. For the MGM subsidiary, which produces taped commercials for tv, has gone rural for the summer and rented a 100-year-old, colonial-style farmhouse in New Hope, Pa.

Located in the heart of scenic and historic Bucks County, the seven -bedroom, fieldstone structure, which comes equipped with a combination housekeeper-cook, plus an outdoor swimming pool, serves as a base of operations for Telestudios' productions of taped commercials on location. It was chosen because it is within easy reach of several scenic areas—brooks, woods, fields, and hills—that are considered desirable settings for many tv commercials. Too, the interior of the house, and of several other homes in the vicinity, have provided Telestudios' clients with authentic and interesting settings for some of their messages.

Host of the house for the summer is George K. Gould, president and general manager of MGM Telestudios and a zealous advocate of taped-on-location commercials. He believes the era of location taping is here and that the future is "limitless."

Mr. Gould, who started Telestudios under his own ownership in 1957, the year Ampex introduced video tape, feels that tape has made long strides.

Quality ▪ "In the early days," he says, "video tape methods were sold to agencies as being quick and cheap. Now we're selling quality."

But the factor that has made the use of tape so advantageous in the production of spot commercials on location is one that his company developed and used first, Mr. Gould claims. He calls it the A and B technique, and points out that it was made possible by the use of Ampex's Inter-Sync, developed to prevent the roll in the tv picture when a program or commercial cuts from tape to film (BROADCASTING, Dec. 5, 1960, et seq).

Working out of the New Hope house, Telestudios does its on-location productions using a small and highly mobile operation. The firm is currently using two custom built trucks—prototypes of MGM Telestudio trucks to be finalized late this year—which carry all equipment necessary for on-location production. One truck contains a 50 kw generator (which Mr. Gould says is too much power for his needs) and everything else goes into the other vehicle.

Telestudio's top man says that his company can do two commercials—of varying lengths up to 60 seconds—in a normal 10-hour shooting day, seven hours of which are actual shooting time. Telestudios charges approximately $4,900 for a day's shooting in a package that includes use of the New Hope house, which can accommodate up to five agency people. Mr. Gould thinks Telestudios's price for the on-location package is "highly competitive" with a film package, and that the unit cost is actually a little lower.

The production firm is paying $2,500 for the use of the Pennsylvania farmhouse during July and August, and Mr. Gould indicates that Telestudios will be back again next year. He says that during the winter his company may move its operations "to a nice, warm, sunny place like Miami or Puerto Rico."

Mr. Gould estimates that the production of commercials is currently a $50 million business, with video tape getting about $7 million of it. The further development of the A and B technique, he feels, should encourage a large increase, from 20% to 25%, in video tapes' business within the next year or year and a half. He also indicates that if the volume of business is large enough, Telestudios, which now only tapes in monochrome, will go into the production of taped color commercials.

Telestudios maintains permanent studios at 1481 Broadway in New York.

Also in advertising...

Agencies' agency ▪ J-F Productions Inc., N. Y., has been formed by former advertising agency executives as a creative production firm to handle specialized assignments on a fee basis, and particularly for small agencies. Principals at J-F include Gene Foster, president, former vice president and art director at BBDO, and Jack Rome, director of the company's tv division. Mr. Rome was previously associated with Biow Adv., Leo Burnett Co., Mutual, and NTA film network. Located at 156 E. 52nd St. (telephone: Plaza 2-0993), the staff includes specialists in art, copy layout, package design, new business presentations, brochures, merchandising, premium promotion, tv and radio commercial creation and production. J-F offers to perform all agency functions except advertising placement.

Merger ▪ Russ Brown, theater publicist, and Claud Morris, who operates Claud E Morris & Assoc., Hollywood, have joined forces to form Morris-Brown & Assoc., that city. The new firm will handle creative graphic arts, advertising and publicity campaigns and merchandising ideas. It is headquartered at 6425 Hollywood Blvd.

Establishes own firm ▪ Charles L. Burrow last week announced the establishment of his own station representative firm in Portland, Ore. Mr. Burrow, formerly with WBZ Boston and WBZA Springfield, said the new company, to be known as the Charles L. Burrow Co., will represent a select group of stations in the Portland area. The firm is located in the Alderway Building, Portland. Telephone: Capitol 3-6690.

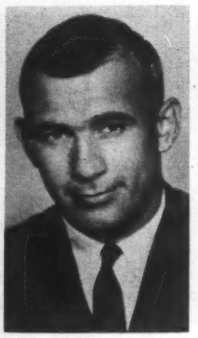
New office ▪ Advertising Time Sales Inc., formerly the broadcast division of the Branham Co., opens offices at 247 Park Ave., New York 17. Telephone is Murray Hill 7-5040. Thomas B. Campbell is president of the new firm.

Mr. Shaker

Mr. Jameson

Mr. Mulford

Mr. McElfresh


Mr. Osborn

Mr. Beesemyer

ABC-TV NATIONAL SALES TOOLS UP

Ready to open for business Aug. 15th with staff of 57

ABC-TV National Sales Inc. will open officially for business on Aug. 15 with a personnel staff of 57. Its tooling-up operations, moving at a fast pace for the past month, in the next few weeks include two full days of intensive indoctrination sessions at each of the five ABC-TV stations the new company will represent.

The whirlwind tempo at ABC-TV National Sales began on June 22 when formation of the new sales arm was announced. Theodore F. Shaker, president of the unit, noted last week that since that time, hundreds of prospective employes have been interviewed and 57 chosen; office space has been rented in New York, Chicago, Detroit, Los Angeles and San Francisco, and the schedule for the indoctrination meetings has been worked out with the five ABC-TV-owned tv stations.

Fast 'Tool-Up' ▪ Mr. Shaker said the "excitement" of building up a new sales organization has been communicated to all members of the staff, and, apparently, to broadcast personnel throughout the industry who had approached him and other executives for employment with the unit over the past month. He expressed the view that the short time it has taken ABC-TV to "tool-up" has been "probably the shortest in history for an organization of this size." As he spoke, carpenters and masons were at work building adjoining offices, and Mr. Shaker observed: "Even the construction men sense our urgency; they've been going like the devil for the past few days."

There have been some rapid and sudden changes in titular ranks at ABC-TV National Sales. Mr. Shaker, initially named vice president and general manager, was elected president last week; Edwin T. Jameson, who had joined the unit as general sales manager, added the title of vice president, as did D. Thomas Miller, central division manager (WEEK's HEADLINER, June 26). Robert Goldman, who was appointed business manager late last month, has now been given the title of treasurer.

Other sales executives named last week are Harrison E. Mulford Jr., formerly with NBC-TV, eastern sales manager; John A. McElfresh, previously with CBS Spot Sales, sales manager for Chicago office; Richard Beesemyer, recently sales manager of KNXT (TV) Los Angeles, sales manager of Los Angeles office, and James R. Osborn, general sales manager of KXTV (TV) Sacramento, Calif., sales manager of San Francisco office.

From Other Networks ▪ Mr. Shaker noted that sales and other personnel recruited by ABC-TV National Sales were drawn from the two other networks, stations and representative companies. He said: "Top management at ABC believe that in the future, the network will not have to go outside to fill executive posts at its various divisions; many of the people at the new unit are expected to go on to top jobs within the company."

Mr. Jameson, the top sales executive, pointed out that the one immediate objective is to "close the dollar gap between ABC-TV stations and those owned by NBC-TV and CBS-TV in the amount of national spot business placed."

The two-day indoctrination sessions begin in San Francisco on July 30 and end in New York on Aug. 11. Approximately 20 of the top officials at the new sales unit will meet with department heads of each station and will be briefed on salient and saleable characteristics of each market.

ABC-TV National Sales' new offices are at 663 Fifth Ave., New York; 360 N. Michigan Ave., Chicago; Madison Theatre Bldg., 1567 Broadway, Detroit; 1539 N. Vine St., Hollywood, and 277 Golden Gate Ave., San Francisco.

ABC-TV National Sales Inc. will represent the following network owned stations: WABC-TV New York, WXYZ-TV Detroit, KGO-TV San Francisco, WBKB (TV) Chicago, and KABC-TV Los Angeles.

RAB adds new feature to management meetings

A new element will be added this year to the Radio Advertising Bureau's annual management conferences. "Top-Management Selling," dealing with strategy and tactics of selling the heads of banks, retail stores, and other prospective advertisers, will be discussed at each of the eight regional meetings

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week July 13-19 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., July 13	**The Untouchables** (9:30 p.m.)	ABC-TV	17.2
Fri., July 14	**Way Out** (9:30 p.m.)	CBS-TV	17.3
	Twilight Zone (10 p.m.)	CBS-TV	17.3
	Person to Person (10:30 p.m.)	CBS-TV	17.3
Sat., July 15	**Miss Universe Pageant** (10 p.m.)	CBS-TV	34.7
Sun., July 16	**Candid Camera** (10 p.m.)	CBS-TV	21.1
Mon., July 17	**Adventures in Paradise** (9:30 p.m.)	ABC-TV	18.9
Tue., July 18	**Alfred Hitchcock** (8:30 p.m.)	NBC-TV	11.1
Wed., July 19	**Hawaiian Eye** (9 p.m.)	ABC-TV	16.3

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to be held between Sept. 7 and Oct. 13.

Other topics to be covered in half-day sessions will be "Programming for Greater Audience," "Sales Management," "Managing Promotion," and "Station General Management." In all, at least 25 subjects will be covered during each half-day.

The conferences will be held in Haddonfield, N. J. (Sept. 7-8); White Sulphur Springs, W. Va. (Sept. 11-12); Sea Island, Ga. (Sept. 18-19); Dallas, Tex. (Sept. 21-22); Des Plaines, Ill. (Sept. 28-29); Omaha, Neb. (Oct. 5-6); Palo Alto, Calif. (Oct. 9-10), and in Detroit (Oct. 12-13).

Agency appointments...

▪ Jamieson Laboratories, Van Nuys, Calif., specializing in agricultural electronics, appoints The McCarty Co., Los Angeles, to handle advertising and public relations. A national promotional program, progressing through state-by-state markets, is planned.

▪ Capital Records Distributing Corp., Los Angeles, has appointed Carson/Roberts, that city, as agency for Angel Records. Appointment consolidates three Capitol accounts at C/R, which already handles advertising of Capitol Label Recordings and Capitol's electronics subsidiary, EMI/US.

▪ Lewis Research Labs appoints Frank B. Sawdon Adv., N. Y., as its advertising agency. Sparkcoal, charcoal igniter, one of Lewis' products, is now using spots on WABC-TV New York. An agency official said Sparkcoal's tv advertising will expand as its distribution expands.

▪ Cadbury-Fry Ltd., N. Y., American division of Cadbury Bros. Ltd. of England, chocolate manufacturers, has appointed Guild, Bascom & Bonfigli, N. Y.

▪ KUKA San Antonio, KUNO Corpus Christi, The Romero Drug Co. and the Dixie Meat Co., appoint Cusick-Schwerke & Wild, San Antonio.

▪ Rambler Dealers, Kansas City, appoint Merritt Owens Adv., that city, to handle all advertising and sales promotion.

▪ Dubonnet Aperitif (wines and vermouths), N. Y., appoints Norman, Craig & Kummell, N. Y., effective Sept. 1.

▪ Arthur Murray School of Dancing (New York) appoints Lambert & Feasley, that city. Media strategy has not been set.

▪ Dulany Foods Inc., Fruitland, Md., packers of frozen fruit, vegetables and specialties, appoints Smith/Greenland, N. Y., as its advertising agency. Billings expected to be around $250,000.

Network television gross time billings

Source: TvB/LNA-BAR

	May			January-May		
	1960	1961	% Change	1960	1961	% Change
ABC-TV	$12,876,050	$16,197,190	+25.8	$ 65,001,870	$ 79,403,040	+22.2
CBS-TV	23,209,917	22,253,355	— 4.1	116,288,277	111,152,326	— 4.4
NBC-TV	19,414,264	23,229,565	+19.7	102,033,075	113,419,579	+11.2
Total	$55,500,231	$61,680,110	+11.1	$283,323,222	$303,974,945	+ 7.3

Month by month 1961

	ABC	CBS	NBC	Total
January	$15 898,310	$22,894,855	$23,031,118	$61,824,283
February	14,939,180	20,928,850	21,203,055	57,071,085
March	16,577,140	23,085,353	23,952,458	63.614.951
April*	15,791,220	21,989,913	22,003,383	59,784.516
May	16,197,170	22,253,355	23,229,565	61,680,110

*April 1961 figures revised.

By day parts

	May			January-May		
	1960	1961	% Change	1960	1961	% Change
Daytime	$15,860,393	$20,202,283	+27.4	$ 84,496,662	$101,701,884	+20.4
Mon.-Fri.	13,416,107	17,509,320	+30.5	69,197,439	85,066,805	+22.9
Sat.-Sun.	2,444,286	2,692,963	+10.2	15,299,223	16,635,079	+ 8.7
Nighttime	39,639,838	41,477,827	+ 4.6	198,826,560	202,273,061	+ 1.7
Total	$55,500,231	$61,680,110	+11.1	$283,323,222	$303,974,945	+ 7.3

BRA ADS ON NBC-TV

Policy change lands $4 million account

NBC-TV, which earlier this month lifted long-standing restrictions against bra and girdle advertising, grabbed off an estimated $4 million worth of International Latex business last week. International Latex Corp., New York, manufacturer of Playtex bras and girdles, will spend the money on a network saturation campaign that will include participations on seven NBC-TV nighttime programs and one morning program. It marks the first breakthrough of a foundation garment firm into prime-time network programming.

Six of the Latex nighttime buys, the first of which starts in September, consist of alternate-week minutes. The 27-week campaign includes sponsorship on NBC-TV's new Saturday night, two-hour, prime-time, feature-film series *Saturday Night At The Movies* (9-11 p.m.), starting Sept. 23 and continuing through Dec. 2.

Other NBC-TV programs in which Latex will appear on an alternate week minutes basis are: *Thriller* (Mon., 10-11 p.m.), Sept. 18 through Dec. 11; *Robert Taylor-The Detectives* (Fri., 8:30-9:30 p.m.), Dec. 22 through March 1, 1962; *Outlaws* (Thur., 7:30-8:30 p.m.), Dec. 14 through April 5; *Cain's Hundred* (Tue., 10-11 p.m.), Oct. 10 through March 27; and *87th Precinct* (Mon., 9-10 p.m.), Oct. 9 through Nov. 27.

In addition Latex has bought 28 program spots on NBC-TV's *Today* show (Mon.-Fri., 7-9 a.m.), from Sept. 18 through March 28, and 18 program spots on the network's *Jack Paar Show* (Mon.-Thur., 11:15 p.m.-1 a.m.) from Sept. 18 through March 21.

The concentrated campaign will promote the Playtex "Living" Bra, the Golden Playtex girdle, and three new cotton bras. Reach McClinton & Co., N. Y., is the advertising agency that handles the Latex bra account and Ted Bates & Co. is the agency for the girdle account.

Business briefly...

Seeman Bros., N. Y., is conducting a New York metropolitan area spot campaign for White Rose Tea, using spots on WNTA-TV, WNEW and WMCA.

Bell Telephone System and **Associated Bell** companies are using 30-second radio spots on the four major networks for the summer vacation period. The spots, which have been running since early June, are placed through N. W. Ayer & Son, N. Y.

Best Foods, Div. of Corn Products Co., New York, will launch an introductory network and spot tv campaign for its Knorr Soups beginning Sept. 17. Campaign includes daytime participations on all three networks and spots in eastern and central markets. Agency: Dancer-Fitzgerald-Sample, N. Y.

Nationwide Insurance Co., Columbus, Ohio, today (Monday) begins an intensive two month, $350,000 advertising campaign on automobile insurance. The theme will be based on a recently-completed survey showing that 90% of Nationwide's 2¼ million policyholders renew their coverages with the company. Major emphasis will be on spot radio with 237 stations taking part during prime time.

Avery-Knodel acquires rapid telephone system

An innovation in telephonic communication has been installed by a New York station representative firm to provide both agency buyers and stations with faster servicing of availabilities and confirmation of schedules.

Avery-Knodel said last week it is the first station rep to acquire the leased wire telephone service called Wide Area Telephone Service. The installation gives the company instantaneous and almost continuous telephone contact with represented stations in more than half of the U. S. Far west and south western states will be added when the service is extended to those areas. New York, as the originating state, always will be omitted from the service.

Thomas J. White, vice president of Avery-Knodel, explained that the service offers a one-way, non-reversible line which is available 24 hours a day. The monthly fee, he said, is $1,700, more than what the company has been paying for regular monthly long-distance service, but he said that the increased cost is worthwhile from the standpoint of better station service as well as lessening the monthly cost of sending wires and twx service. Mr. White said the only problem encountered since the service was installed two weeks ago is the matter of spacing calls so that all rep salesmen don't decide to make calls at the same time.

VIDEODEX

JUNE 1-7, 1961

		% TV homes	No. TV homes (000)
1.	Gunsmoke	28.1	12,700
2.	Have Gun, Will Travel	27.7	12,400
3.	Untouchables	27.4	12,100
4.	Candid Camera	27.0	12,100
5.	Garry Moore	26.2	11,600
6.	Andy Griffith	26.1	11,700
7.	Wagon Train	26.0	11,600
8.	Perry Como	25.4	11,300
9.	Ed Sullivan	25.2	11,200
10.	My Three Sons	25.1	11,100

Copyright Videodex Inc.

New RAB fact booklet now being distributed

Radio Advertising Bureau last week laid claim to the "largest collection of facts on radio ever assembled," all published in a 40-page pocket-sized booklet entitled "Radio Facts Pocket-Piece." Now in distribution to RAB member stations, the compilation of data reflects "radio's growth as an information, entertainment and advertising medium," Miles David, RAB vice president, said.

RAB cites evidence of radio's increased size-of-audience as follows:

During 1960, 20.3 million radio sets were sold in the U. S., more than twice the number sold as recently as 1954, when sales totalled 10.1 million sets.

Auto radio sets in use are up 252.2% since 1949 (42.6 million in use on Jan. 1, 1961, vs. 12.1 million on the same date in 1949).

Annual portable set sales are up 380.8% since 1949 (8.6 million sold in 1960, vs. 1.7 million in 1949).

To point out the substantial growth in the number of people reached daily by radio, RAB's booklet includes Sindlinger figures for the period April 1960-March 31, 1961, showing an average daily reach of 76.2 million, compared to 68.9 million in the like period of 1957-58. The 11% increase is only part of the "reach" story, RAB said, because the average weekly reach total would be much higher.

AFA merger committee

John P. Cunningham of Cunningham & Walsh, chairman of Advertising Federation of America, and two past chairmen, James S. Fish of General Mills and Robert Feemster of the *Wall Street Journal*, will serve as an AFA special committee to study the feasibility of the proposed merger of AFA with Advertising Assn. of the West. The committee will also consider methods by which the merger might be accomplished, if approved. It will report to the AFA board at its meeting next February.

AAW has appointed a similar committee to study the merger proposal; this committee will report back to its own board, also in February.

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are name of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial.

Elliott, Unger & Elliott, 414 West 54th St., NYC

Polaroid Corp. (Polaroid Cameras), one 60, live, tape. Larry Goldwasser prod. mgr. Agency: Doyle Dane Bernbach; Nick Schreckinger and Joe Daley a.e.s, Joan Wolf prod. mgr.

Scudder Food Products (Laura Scudder's Potato Chips), two 60s, two 20s, two 10s, live, film. Mike Elliott prod. mgr. Agency: Doyle Dane Bernbach; Fred Dossenbach, a.e., Bob Warner prod. mgr.

Farkas Films Inc., 383 3rd Ave., NYC

West End Brewing Co. (Utica Club Beer), one 60, one 30, live, film. Faye Robison prod mgr. Agency: Doyle Dane Bernbach; John MacManus a.e., Bob Warner prod. mgr.

Films Five Inc., 18 East 50th St., NYC 22

Delco Products Div., General Motors Corp. (Delco Batteries), one 15, live-animation, film. Jacques Dufour prod. mgr. Agency: Campbell-Ewald; A. J. Miranda prod. mgr.

MGM Telestudios Inc., 1481 Broadway, NYC

H. J. Heinz Co. (grocery products), one 60, live, tape. George Gould prod. mgr. Agency: Maxon Inc.; Tony Russo prod. mgr.

Kellogg Co. (Special K and Variety Pack), three 60s, live, tape. George Gould prod. mgr. Agency: Leo Burnett; Hooper White a.e., Walter Sachs prod. mgr.

Lever Brothers (Whisk), three 60s, live, tape. George Gould prod. mgr. Agency: BBDO; Bob Sowers a.e., Ev Hart prod. mgr.

Texaco (Havoline Oil), one 90, live, tape. George Gould prod. mgr. Agency: Cunningham & Walsh; Thomas Ryan a.e., Fred Carney. Approx. cost $4,900.

Sande & Greene Inc., 8400 Sunset Blvd., Hollywood 46

American Bakeries (Merita Bread), seven, 20s and 30s, animation, film. Bob Sande prod. mgr. Agency: Tucker & Wayne; Leigh Kelly a.e. and prod. mgr.

Telepix Inc., 1515 N. Western Ave., Hollywood 27

Toyota Motor Co. (Toyopet Automobile) two 60s, two 20s, live on film. Ed Haldeman prod. mgr., Jim Simmons exec. prod. Agency: Compton Adv.; Tom Lowey a.e.; Don Rosenquest prod. mgr. Approx. cost $10,000.

Rep appointments...

- WDLP Panama City, Fla.: Gill-Perna Inc.
- WHNB-TV Hartford, Conn.: Kettell-Carter as New England sales representative.
- WWSR St. Albans and WSNO Barre, both Vermont: Breen & Ward, N. Y.
- WIST Charlotte, N. C., and WORD Spartanburg, S. C.: Advertising Time Sales Inc., N. Y.
- KWHK Hutchinson, Kan.: Spot Time Sales Inc., N. Y., as national sales representative, effective Sept. 1.

Also in advertising...

New name ▪ Robinson, Fenwick & Haynes, Los Angeles agency, has changed its name to Robinson & Haynes. David Fenwick has left the agency and is now a vp of Donahue & Coe, L. A.

Move completed ▪ North Adv. Inc., N. Y., formerly located at 16 E. 40th St., has moved to larger quarters at 770 Lexington Ave., N. Y., 20. Telephone: Templeton 8-8700.

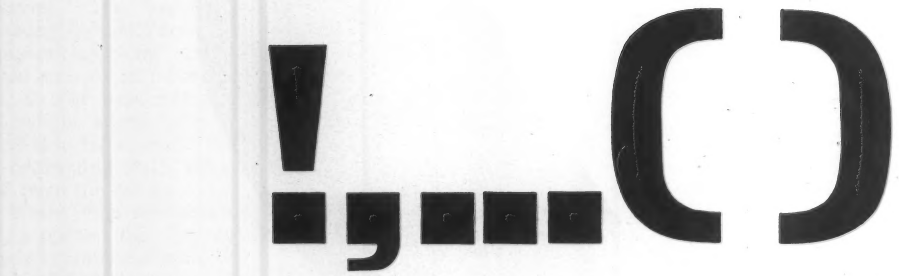
BIG CHOICE!

PERSPECTIVE ON GREATNESS is a favorite choice from coast to coast! New York—sold! Los Angeles—sold! Detroit—sold! Boston, Milwaukee, Houston, Denver, Memphis, Hartford, Rockford, Amarillo, Phoenix, Sacramento—all sold! "PERSPECTIVE ON GREATNESS"...a new concept in documentaries! Thirteen hour-long specials featuring actual on-the-scene filmed highlights in the lives of such famous figures as Al Smith, General MacArthur, Lindbergh, the Duke and Duchess of Windsor, DeGaulle, and more. Plus new footage from Hearst Metrotone cameramen throughout the world. Great shows for important local advertisers! And a practical, easy-to-store source of material on famous people—hour-long shows to run when needed.

A Great New HEARST METROTONE Production

BCG

FILMS INC. • SUITE 3200
THE CHRYSLER BUILDING
NEW YORK 17, N.Y. MU 7-0870



there's no question in Pittsburgh ..

Only KDKA-TV delivers 48.9% share

KDKA-TV has 17 of the top 20 progra

has been Number 1 in 30 straight P

h ...

e of audience†! Only

a ms‡, & only KDKA-TV

P ittsburgh ARB's*!!!

KDKA-TV

2 CBS in Pittsburgh

Westinghouse Broadcasting Company, Incorporated

Represented nationally by TvAR

†‡ Pittsburgh ARB, June, '61

*Jan. '56 through June, '61

NAB pulls plug on Voice of Democracy

14-YEAR-OLD HIGH SCHOOL SCRIPT WRITING CONTEST CANCELLED

Broadcasting's vaunted Voice of Democracy contest was abandoned by its father last week and left on the doorstep of another. There were murmurs of "shame" from some of the father's kin when the news got around (CLOSED CIRCUIT, July 17) and there are strong indications that the opposition to the abandonment may grow in volume.

NAB announced that it, and the Electronic Industries Assn., a founding co-sponsor, are withdrawing from active sponsorship of the 14-year-old radio scriptwriting contest for high school students.

The NAB statement said that the contest had been offered to the Veterans of Foreign Wars. VFW became a co-sponsor of the VOD contest in 1958; before that the Junior Chamber of Commerce was the third co-sponsor.

A VFW spokesman said last week that the veterans' organization desires to continue the contest and is looking for co-sponsors to help foot the bill. The total bill yearly is estimated at $25,000. VFW is willing to underwrite up to $10,000 of this cost, it was explained.

VFW also asked that broadcasters continue to cooperate in the contest. NAB said that both it and EIA would endorse the contest and assist in the transitional stage from three national sponsors to a single one.

Oppose Cancellation ▪ The first objection came from the Georgia Assn. of Broadcasters. George Patton, president of the Georgia group, wrote NAB President LeRoy Collins, ". . . we oppose the planned decision to discontinue co-sponsorship of the Voice of Democracy contest with the VFW. On the one hand we promise more public service through our industry, while you, the spokesman for the industry, cancel a worthwhile project."

Mr. Patton, WBML Macon, Ga., also criticized NAB's handling of the proposed cancellation. No NAB member was given any indication of the intention to withdraw, he said, or any opportunity to express an opinion.

The GAB statement said that James L. Howe, WIRA Ft. Pierce, Fla., NAB's Fifth District director, had not been advised of the proposal to sever connections with the contest. Mr. Howe opposes the move, the GAB statement said. NAB told state presidents of its decision July 17.

NAB has reported that it was asked by the VFW that no statement be issued until the VFW board of directors decided on the future of the contest. This, the GAB said, "still does not free NAB from the responsibility of communicating to its members and state associations its intentions. We should have heard something on this six weeks ago."

In response to NAB's position that lack of interest among broadcasters this year prompted the decision to withdraw; that only 23 out of 48 state organizations signed up to participate, the GAB indicated this could be a reflection on NAB's failure to push the contest.

GAB, the statement said, has notified the Georgia VFW that it will continue to cooperate in holding the statewide VOD contest.

Miller Sorry ▪ Judge Justin Miller, the NAB president under whose tenure the Voice contest was begun, said he was sorry to see it go since it seemed a highly desirable project. Judge Miller's comment:

"Not knowing the considerations which went into the determination to abandon the Voice of Democracy program it is hard to make any intelligent comment concerning it. As one of the original sponsors of the program and as one with a continuing interest in it, personally I am sorry to see it go. It has always seemed to me a highly desirable project, one calculated to stimulate the interest of high school students in government and in ways of improving it at a time certainly when there is great need for such stimulation."

Other broadcasters and those allied with the industry expressed their regrets at the decision and their doubts as to the wisdom of withdrawing from the contest at this time.

The NAB statement, issued July 20, said the decision to withdraw from active sponsorship was made after much consideration.

Gov. Collins explained that the NAB is currently undergoing a reorganization which calls for stepped up government relations, a re-direction of public relations and much more emphasis on the radio and tv codes and research. All of these, he added, will require a re-direction of staff efforts and reallocation of available association funds.

"We are greatly pleased that the VFW is giving consideration to continuing the contest," he said. "Should the VFW accept the national sponsorship, broadcasting stations will have the opportunity to participate in the Voice of Democracy very effectively,

National finalists of the 1960-61 Voice of Democracy contest pose with Associate Supreme Court Justice Tom Clark at the awards luncheon in Washington last February. The winners (l to r): William C. S. Mays III, Providence, R. I.; Carol Ogata, Pahoa, Hawaii, the national winner; Justice Clark; Briony Sharman, Troy, N. Y., Joseph G. Quill Jr., Raynham, Mass.

and, of course, we will all be happy for them to do so."

Gov. Collins indicated that NAB hoped in the near future to develop a new youth program "which will attract much greater public and broadcaster interest." He added that this will not be competitive with the VOD, if carried forward by VFW.

No details were given as to what the new program might be.

An EIA spokesman said that the organization had been for some time dissatisfied with its role in the VOD contest. It has been mainly a broadcasters' promotion, he said, and they, and the VFW, received the lion's share of the credit.

The NAB decision to withdraw was made July 7 and then communicated to EIA, it is understood. At the root of the decision, it's believed, was the unwillingness of some state associations to shoulder their share of the work.

Only 23 out of 48 state associations signed up to participate this year, NAB said. It's also estimated that the contest was costing NAB $20,000 a year—$11,252 in actual cash outlay, and more than $8,000 in manpower, mail, etc.

Postwar Baby ▪ Brainchild of Robert K. Richards when he was public relations chief of NAB, the Voice of Democracy contest was begun in 1947. Mr. Richards is now a public relations counsellor. It was first operated in conjunction with EIA and the Junior Chamber of Commerce. In 1958 the Jaycees bowed out, and VFW came in as a co-sponsor. At that time, too, the state broadcaster associations took over the grass roots work. It has always had the endorsement of the National Education Assn. and U. S. Office of Education.

Although the total number of high school students who participated cannot be estimated, there have been over 700 state winners in the 14 years of VOD's life. On the national level, there have been 56 national winners. Since 1957 the individual state winners have been brought to Washington and feted by the broadcasting industry, the VFW and EIA. Highlight of the Washington trip was a luncheon at which members of Congress and other high federal officials were guests.

Before 1957 only the four national winners were brought to Washington.

The four awards carried stipends beginning with $1,500 for the top winner, underwritten by NAB; $1,000 for second place, $750 for third place and $500 for fourth place. The last three sums were advanced by VFW. EIA gave the winners tv receivers.

The 1960 contest cost NAB $11,252 in cash outlay plus another $8,000 in manpower, mail, etc.; EIA $10,000 and VFW, $2,900.

Of the 56 national winners, several have gone into radio-tv work. Charles Kuralt, a 1949 winner, is now with CBS News. Robert Shanks, a 1950 winner, is associated with the *Jack Paar Show*, Robert A. Burnett, a 1951 winner, is an announcer-salesman with KADY St. Louis.

Participants in WGR-TV's special program were (l to r) Charles J. McDonough, president of the Buffalo Trial Lawyer's Assn.; Dr. Samuel Yochelson; Lou German, 'Speak UP' program moderator, and Frank N. Felicetta, Buffalo police commissioner.

Tv persuades suspect to surrender

WRG-TV Buffalo, N. Y., helped solve a kidnapping-murder case which had Buffalo terrorized for 11 days, during the latter part of June and early days of July. The case concerned the kidnapping and drowning of 3½-year-old Andrew Ashley on June 22 by an unknown woman.

On July 2, the station, sensing the impact of the crime, and as a service to an alarmed public, programmed a special news program, part of its regular *Speak Up* series. Among authoritative guests who appeared on the program to discuss the crime was Dr. Samuel Yochelson, medical director of the Jewish Family Service of Buffalo, and recently appointed director of criminal research at St. Elizabeth's Hospital in Washington, D. C.

Dr. Yochelson made a personal appeal to the murderess to give herself up. As a direct result of the appeal 15-year-old Chyrel Lee Jolls voluntarily surrendered to police, but said she would speak of the crime only to Dr. Yochelson. The girl confessed to the kidnapping and is now undergoing psychiatric examination preliminary to legal action.

WGR-TV, a Transcontinent Tv Corp. station, was given formal on-the-air credit by Buffalo Police Commissioner Frank N. Felicetta, for its assistance in bringing about the girl's capture and her confession.

Mutual claims gains in its audience size

MBS-affiliated stations throughout the country last week were alerting station representatives and local agencies and advertisers to a network presentation that claimed that Mutual was the only radio network to make a substantial gain in average audience listening for the first five months of 1961.

Mutual stations acted following an announcement by network president Robert F. Hurleigh on July 13 of Mutual's audience growth pattern, which, he said, has moved the company into third place ahead of ABC Radio and into contention for second place with CBS Radio. Using A. C. Nielsen Co. figures for the first five months of 1961 and 1960 as yardsticks, Mr. Hurleigh said that average audience figures (7 a.m. to 6 p.m.) showed that only Mutual made a substantial gain in audience size (plus 23%) and that NBC lost 3%, CBS lost 23% and ABC gained 4%.

Mr. Hurleigh's remarks were carried by closed circuit to MBS affiliates. He praised them for "marked local audience gains" which, he said, "are being reflected by the Nielsen figures for the entire Mutual Network." He attributed the gain largely to Mutual's programming formula, which permits integration of network service into local programming. Other factors he cited were the addition of name personalities to

New use found for old tv antennas

Children using the facilities of Greensboro Country Park, N. C., have found a 2-ton tv antenna to be quite the enjoyable plaything. Sixty-feet long and equipped with twelve batwings, the antenna lies in a horizontal position and is used as a jungle gym. The antenna, over which WFMY-TV Greensboro transmitted its first telecast in 1949, was formally presented to Oka Hester, (l) Greensboro park and recreation director, by Gaines Kelly, (r) general manager of WFMY-TV. Since the station moved its operations in January 1955, the antenna has been stored until appropriate use for it could be found. Doyle Thompson, (c) chief engineer, watches the proceedings.

MBS' staff, including Arlene Francis, Tony Marvin, Leo Durocher and Galen Drake; the affiliation of higher-power stations with the network, and expansion in the company's news, special events and public affairs departments.

Under questioning, Mr. Hurleigh said Mutual is not operating at a profit yet, and expressed belief that only one radio network—NBC—is now "in the black." He reported, however, that business at Mutual is running about 5½% over 1960 and said he is "very optimistic" about the rest of 1961.

About half fm stations plan stereo programs

Almost 50% of the nation's fm broadcasters plan to broadcast stereo programs—but more than 35% said they had no plans to join the sound-in-depth contingent.

These are the basic results of an NAB survey on the plans for stereo broadcasting by fm broadcasters.

The survey was based on a questionnaire mailed to 594 fm stations which are members of the association. On July 13, 381 responses were received. These showed that:

- 185 stations reported they plan to engage in stereo broadcasting. Two are already broadcasting stereo; 77 others said they plan to begin in 1961; 44 said they planned to commence in 1962 and seven, in later years. 140 stations said they did not plan to broadcast stereo, 32 were undecided and 24 said they were broadcasting stereo via am-fm, but did not indicate what their plans were for fm stereo operations.
- Stereo broadcasting will occupy anywhere from two hours weekly to a maximum of between 90 and 130 hours weekly (according to eight of the respondents).
- One of the main questions in the minds of fm broadcasters is the availability of equipment. Another is the small number of homes equipped to pick up broadcast stereo.

CBS News department expanded, reorganized

CBS News expanded and reorganized its news information and special services department last week. The information unit, which is responsible for maintaining CBS News liaison with all network operating divisions, now also has jurisdiction over news and public affairs research and transcripts, and is in charge of the news department's special projects library.

The expansion adds 15 people to the department, all of whom report to Josef C. Dine, CBS-TV information and special services director. As part of the realignment, May Dowell, manager of the CBS News Special Projects Dept., has been promoted to director of CBS News Special Projects. In this post she succeeds William C. Akerman, who resigned to join the State Dept. (WEEK'S HEADLINER, July 17).

It also was reported that Ernest Leiser will become assistant general manager of CBS-TV News, effective Sept. 1. Mr. Leiser formerly worked for several years as head of the CBS News Bureau in West Germany.

Currently he reports on the network's daily morning program, *World News Round-Up* (8-8:15 a.m.).

KQBY aimed too high, says chagrined Gordon

KQBY San Francisco, being sold to Frank Atlass and wife for $750,000 (CHANGING HANDS, July 3), went silent July 16 pending FCC action on its transfer application.

Sherwood R. Gordon, owner of KQBY, said he is closing down the station to cut losses. Mr. Gordon, who also owns KSDO San Diego and KBUZ-AM-FM Phoenix, blamed the plight of KQBY on rating services. He claims that KQBY has cost him a quarter of a million dollars.

He said the station failed in the "Hooper-Pulse-Nielsen rating rat race," although it delivered the community leaders of thought.

Mr. Gordon bought what was KOBY last year for $700,000. He changed it into a quality music, news and editorializing station.

News of the sale, Mr. Gordon said, has aroused his audience. He said the station has been receiving 300-400 telephone calls a day from listeners who express their sorrow at his plight. His mail has reached over 3,000 pieces, he said. Newspaper columnists and editorial writers have also reacted, he said.

Metropolitan news setup

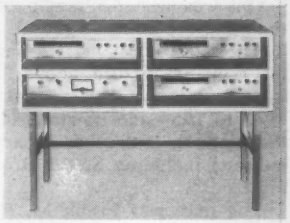
Metropolitan Broadcasting is establishing national news headquarters in Washington on Aug. 1 to provide the company's five tv and three radio stations with the latest in-depth coverage of news from that city. Martin Weldon, Metropolitan's news and special events director, will head the operation and will make his headquarters at WTTG (TV), company-owned outlet in Washington. Programming also will be available to WRUL New York, the short-wave radio station of Worldwide Broadcasting, a division of Metromedia Inc., parent company of Metropolitan.

New RCA Cartridge Tape System with "TRIP CUE"

Here's the cartridge tape system with something new—*trip cue!* This unique feature allows you to record a special trip-cue tone that, during playback, can be used to start the next device in an automatic or semi-automatic system, with split-second timing. (In TV operations it may be used to advance slide projectors.)

Delayed broadcast, spot announcement campaigns, production aids, themes, station breaks can be handled by the RT-7A with a minimum of effort. Cartridge is selected, placed in a playback unit, forgotton until "Air" time, then instantly played at the flick of a button. Cueing and threading are eliminated.

Check this handsomely-styled equipment against any other for compactness and design... Provides transistor circuitry, low power consumption, simplicity of operation! It's one more in a growing line of value-packed new products for radio and television stations from the pioneer in broadcasting. See your RCA Broadcast Representative. Or write to RCA Broadcast and Television Equipment, Dept. XD-22, Building 15-5, Camden, N. J.



Typical packaging is this attractive four-unit console with single BA-7 Cartridge Tape Record and Playback Amplifier and three Cartridge Tape Decks, as illustrated.

Separate units of this system available are the Record and Playback Amplifier, and the Cartridge Tape Deck. A Cartridge Storage Rack is also available.

RCA

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

AFTRA STRIKERS PUT ON SQUEEZE

Announcers seek agreement with IBEW on picketing

More than a hundred Los Angeles area radio and tv announcers voted unanimously last week to ask the Los Angeles chapter of American Federation of Tv and Radio Artists to drop its ban relieving members from being required to respect the picket lines of other unions where the announcers work.

The motion for the vote to eliminate the rule, which has been in every AFTRA contract since the chapter was established some 20 years ago, came spontaneously from the floor and was not suggested by the union's executives, it was stated at a news conference following the meeting, which had been called to inform the members of the progress of the strike against KFWB (BROADCASTING, July 17). The strike is also the first the L.A. local ever called against a radio station.

The proposal was referred to the board of the local for approval. "Specifically," said a news release issued by the union, "this would be an appeal to the International Brotherhood of Electrical Workers, that represents the engineers of the station, to respect AFTRA's picket lines with the pledge that AFTRA would respect theirs."

After approval by the board, the proposal will then have to be negotiated into the contracts with the radio stations of the area. Those with the 17 independent stations expired April 30 and a new agreement is now being negotiated, although no meetings have been held with the group since the strike was called against KFWB. At last Monday's meeting, the staff announcers present stated their willingness to take strike action against all the stations if that is necessary to secure its inclusion in the contracts.

Under the proposed new clause, AFTRA members could not be prohibited from respecting the picket lines of other unions at their stations, provided the strikes of these other unions are sanctioned by the Los Angeles County Labor Council, representing all AFL-CIO unions in the area. An AFTRA petition asking that its strike against KFWB receive such sanction is pending before the council.

Late last week, the strike was still in progress against KFWB and the engineers were still at their jobs at the station, despite the AFTRA picket lines in front of its doors. The station, its mikes manned by supervisory personnel, was continuing to operate as usual. On Wednesday afternoon, the KFWB management reported that not a single advertiser on the station had canceled his advertising because of the AFTRA strike. On the contrary, 17 new advertisers had been signed in the eight days since the strike had begun at noon of July 11.

Nor were there any signs of an early end to the strike. Both sides expressed a willingness to sit down and talk, if called on to do so, but neither seemed inclined to do the calling. Claude McCue, executive secretary of the local, is in Detroit attending the union's national convention. Before he left he said he felt that it was up to Robert Purcell, president of Crowell-Collier Broadcasting Corp., owner-operator of KFWB, to bring about a resumption in negotiations. He expressed a willingness to return "on a moment's notice," if called on to do so. The KFWB management expressed the view that they had made a liberal offer for a new contract and that there was nothing more to be said until the union chose either to accept it or to make a counter offer.

Meanwhile, Mr. McCue filed strike-breaking charges against five AFTRA members with the board, which has summoned them to appear Aug. 2 before the directors sitting as a trial board. The five are:

- Jim Hawthorne, program director

Veterans' day in Washington

The two most seasoned network representatives in Washington starred last Thursday at a testimonial luncheon.

One was master of ceremonies and the other the honored guest.

The guest was Earl H. Gammons (at right in picture above), Washington vice president of CBS from 1942 to 1955 and now consultant to the network and other broadcasting interests including Storer Broadcasting Co.

The m.c. was Frank M. (Scoop) Russell (at left), Washington vice president for NBC from 1929 to 1959 and now consultant to that network and other broadcast interests.

Some 200 representatives of Congress, the Supreme Court, the FCC, other agencies of government, broadcasting and the federal communications bar attended the luncheon in the Mayflower hotel. It was a combined testimonial and premature birthday party (Mr. Gammons was to be 68 yesterday, July 23).

Featured speakers included Ted Koop, now the CBS Washington vice president and Paul Porter, CBS Washington attorney at the time Mr. Gammons moved from the managership of WCCO Minneapolis, then owned by the network, to take up Washington residence. Mr. Porter later became FCC chairman and is now a Washington attorney.

Mr. Russell presented Mr. Gammons with several mementos including a book containing some 75 testimonial letters from political figures including Dwight D. Eisenhower. Mr. Russell said the letters were unique in Washington literature. Not one was written by a ghost.

Robert M. Purcell, president of Crowell-Collier Broadcasting Corp. has been taking a daily news shift at KFWB during the AFTRA strike.

of KFWB and an officer of Crowell-Collier Broadcasting Corp. Mr. Hawthorne had also been doing a daily weather show on KTTV (TV) Los Angeles, but he gave up that employment at the time of the strike and was called to devote full time to KFWB, the station reported.

- B. Mitchell Reed, a disc jockey at KFWB who was sent to another Crowell-Collier station, KDWB Minneapolis-St. Paul, before the strike began. AFTRA has no jurisdiction at KDWB, which has no contract with the union.
- Charles Blore, vice president in charge of programming for the Crowell-Collier stations, which include KEWB Oakland-San Francisco in addition to KFWB and KDWB.
- Bill Angel, assistant to Mr. Blore.
- Don French, program director of KEWB, the Oakland-San Francisco station.

These five executives are taking their turns at the KFWB microphones, replacing the striking disc jockeys.

Radio listeners get up early in San Diego

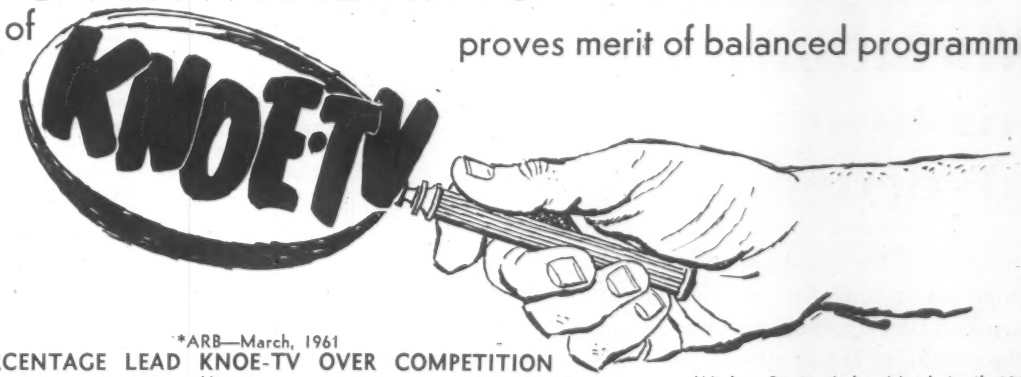
San Diegans are early risers and early radio listeners, according to a Pulse survey made earlier this year with 1,000 adults in San Diego county. The results have been published in brochure form by (KFMB San Diego (a Transcontinent Tv Corp. station). The study shows that most adults turn their radios on between 7 and 8 a.m., but that the 6-7 a.m. tune-in is almost as large as that at 7-8 a.m. and larger than during the two-hour 8-10 a.m. period. Similarly, more San Diego adults turn their radios on between 5 and 6 in the morning than in the 10-11 a.m. hour.

The chief reason for the morning tune-in is to get the news, the survey reveals, with music in second place with about two-thirds as many listeners for this reason. News accounted for 60.3% of the tune-ins and music for virtually all the rest, except for a small minority who tuned in for weather or time checks. Questions as to which San Diego station is usually dialed for news showed that KFMB and the other radio network affiliates are the most popular stations for news, but that the "top 40" stations rank well above the "soft music" stations as news sources.

The survey also shows that the network stations—with their "talk" programming—are more actively listened to than the music stations, with more people reporting they hear all of what announcers say on these stations. The "top 40" stations top the "soft music" stations in this respect, indicating that perhaps the latter are tuned in at low level for background music.

OVERWHELMING DOMINANCE*

of KNOE-TV proves merit of balanced programming



*ARB—March, 1961

PERCENTAGE LEAD KNOE-TV OVER COMPETITION

	Total Homes	Monroe Metro Ouachita Parish (County)
Monday-Friday		
Sign on-9 AM	120.0%	70.3%
9 AM-12 Noon	89.5%	232.9%
Sign on-Noon	116.2%	161.5%
Noon-3 PM	95.7%	326.3%
3 PM-6 PM	26.9%	109.0%
Noon-6-PM	53.8%	172.7%
6 PM-10 PM	32.7%	105.8%
10 PM-Midnight	40.3%	101.2%
6 PM-Midnight	33.3%	104.9%
Saturday		
Sign on-6 PM	58.1%	111.1%
6 PM-10 PM	42.6%	159.7%
10 PM-Midnight	248.3%	504.2%
6 PM-Midnight	63.5%	198.4%
Sunday		
Sign on-6 PM	69.5%	259.2%
6 PM-10 PM	100.5%	203.2%
10 PM-Midnight	473.3%	1830.3%
6 PM-Midnight	115.5%	136.7%
Sunday-Saturday		
6 PM-10 PM	42.1%	124.7%
10 PM-Midnight	91.8%	195.3%
6 PM-Midnight	46.9%	132.2%
9 AM-Midnight	54.8%	154.3%

*Nielsen Station Index, March-April, 1961

PERCENTAGE LEAD KNOE-TV OVER COMPETITION

Monday-Friday	Total Homes
9 AM-Noon	84.4%
Noon-3 PM	129.2%
3 PM-6 PM	64.3%
Noon-6 PM	96.8%
Sunday-Saturday	
6 PM-9 PM	61.4%
9 PM-Midnight	71.6%
6 PM-Midnight	66.5%
9 AM-Midnight	69.5%

KNOE-TV Channel 8 Monroe, Louisiana

CBS ★ ABC

A James A. Noe Station

Represented by H-R Television, Inc.

The only commercial TV station licensed in Monroe

KING-FM steps away from stepchild status

How to get mileage out of fm? Give it the full treatment. This is what KING Seattle did beginning early this month when it cut away its fm station from duplication of the am schedule and inaugurated broadly diversified programming.

Beginning July 3, KING-FM began operating eight hours daily (4 p.m. to midnight) with such offerings as BBC's *Third* and *Light* programs, Broadcasting Foundation of America, NBC and CBC presentations. Other programs are produced locally. Included each week are two-hour dramatic presentations, five nightly newscasts and the more normal half-hour comedy and drama, public affairs and cultural discussion programs. Music, long-hair, jazz and folk, still plays a prominent role in the new schedule.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KLEO Wichita, Kan., and KQEO Albuquerque, N. M.: Sold by K. R. Greenwood and associates to George A. Bolas and group for $665,000, of which $365,000 is for KLEO and $300,000 for KQEO. Mr. Bolas, a Chicago advertising executive, is president of the buying company, Swamco Broadcasting Corp., which last May received FCC permission to acquire KIOA Des Moines Iowa, for $600,000. Gilbert C. Swanson, Omaha, Neb., businessman, is chairman of Swamco; Mr. Bolas is president. Mr. Greenwood, president of Dandy Broadcasting Corp., will become executive vice president of Swamco, Mr. Bolas announced. KLEO is a fulltime station on 1480 kc with 5 kw daytime and 1 kw nighttime. KQEO is fulltime on 920 kc with 1 kw daytime and 500 w night. Mr. Greenwood and his associates, Lee Vaughn and Merritt Owens, formerly owned KDEO El Cajon, Calif. Broker in the Wichita and Albuquerque transactions was Blackburn & Co.

▪ WBNY Buffalo, N. Y.: Sold by Nathan Straus and family to Gordon and Barton McLendon for $650,000. McLendons own WYSL-AM-FM in Buffalo, and have reached a tentative agreement to sell the WYSL facilities (1 kw day on 1080 kc) to comply with the FCC's duopoly regulation which forbids a single broadcaster from owning more than one station in a community. McLendon stations also include KLIF-AM-FM Dallas, KILT-AM-FM Houston, KTSA San Antonio, all Texas; KEEL Shreveport, La.; WAKY Louisville, Ky., and KABL San Francisco, Calif. The Straus' bought WBNY in 1959 for a total consideration of $610,000. WBNY is 250 w fulltime on 1400 kc. It has applied for 1 kw power.

▪ KTUL Tulsa, Okla.: Sold by John T. Griffin and associates to Raymond Ruff and Charles A. Sammons for $450,000. The buyers own KTRN Wichita Falls, Tex. Mr. Sammons is a multiple owner of community antenna systems and headquarters in Dallas. The Griffin group retains KTUL-TV Tulsa, KATV (TV) Little Rock and owns 50% of KWTV (TV) Oklahoma City. KTUL is 5 kw fulltime on 1430 kc. Hamilton-Landis was the broker on the sale.

▪ KCKC San Bernardino, Calif.: Sold by C. R. Cheek, trustee for MVW Radio Corp., to Fred H. Gottfurcht, Beverly Hills investment banker, for $135,000 in bankruptcy sale. KCKC operates on 1300 kc with 500 w fulltime.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 72).

▪ KLAK Lakewood, Colo.: Sold by Maurice J. and Julia W. DaVolt and Edythe G. Walker to Edward Smith Scott for $310,000. Mr. Scott is a radio-tv producer and personality. He was mayor of Englewood, Colo., and is presently a member of the Arapahoe County Board of Commissioners.

▪ KSYD Wichita Falls, Tex.: Sold by Sydney A. Grayson to R. E. Lee Glasgow and Bob H. Walker for $300,000. Mr. Glasgow has interests in WACO-AM-FM Waco, WTAW College Station-Bryan and KAND Corsicana, all Texas. Mr. Walker owns 51% of KWBA Baytown, Tex.

KBS stations heard in 85% of counties

Affiliated stations of the Keystone Broadcasting System reach listeners in 2,547 (83%) of the nation's 3,069 counties, according to a KBS survey.

Sidney J. Wolf, president of Keystone, commenting on the "grass roots" study, stressed the increasing importance of radio selling aimed at the local level —"the real and pinpointed point of persuasion.

"We reach even deeper than the 83% into those counties which comprise the bulk of the small town and rural areas. These are the so-termed C and D coun-

our clients are our best advertisements

In negotiating for broadcast properties, the reputation of a broker is your best protection. Hundreds of satisfied Blackburn clients provide eloquent proof of the reliability of our service. No lists are sent out; each sale is handled individually. Our knowledge of the market protects you from the hazards of negotiating on your own.

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Stanley Whitaker
Robert M. Baird
John G. Williams
JAckson 5-1576

BEVERLY HILLS
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

ties (less than 100,000 in population)," he said.

While television may have taken the lead as the national air medium, depending on one's definition of the word national, according to Mr. Wolf, radio continues to have a pronounced and unique national character and does a superb job for advertisers.

Keystone stations by population breakdown: A counties (over 500,000 population)—19 stations; B counties (100,000-500,000)—106; C counties (30,000-100,000) — 418; D counties (under 30,000)—553. And 29 stations have duplicate home counties.

According to the report, Keystone stations reach 55% of all people in the U.S., more than 98 million of an estimated 179.3 million persons.

BERATING RATINGS

Brown suggests broadcasters make own audience counts

Broadcasters should set up their own circulation bureau, Walter J. Brown, president of WSPA-AM-FM-TV Spartanburg, S. C., told his fellow broadcasters last week in a keynote speech to the South Carolina Broadcasters Assn. meeting at Myrtle Beach, S. C.

Referring to what he called the "numbers game in tv," Mr. Brown said he doesn't believe in ratings: "the samples are too small and the margin for error too great."

He also decried what he described as advertising agency time buyers' practice of using the ratings on programs to determine cost per thousand without regard to a station's image or the quality of its audience.

"I don't see why broadcasters can't be as smart as newspaper publishers and set up their own bureau of circulation," Mr. Brown said. "I am firmly convinced that unless there is a new system for buying broadcast time in this country, we will never stabilize broadcasting and we shall continue to live in a jungle of rating warfare . . ."

In other points, Mr. Brown—

▪ Claimed that news stories and documentaries about the racial situation in the South are slanted and called on southern broadcasters to convince their networks and news services that "they should not be overly influenced by these minority blocs who are being pampered as they peddle their vendettas against the South."

▪ Charged that the good being brought to children by tv is overlooked, while the bad is whipped into sensational stories by newspapers attempting to "cripple broadcasting and get back the advertising dollars they have lost to a new competing media."

▪ Urged broadcasters to editorialize, but warned that the ownership and management must take an active hand in preparing the editorials.

▪ Expressed concern about the FCC's interest in programming as opening the possibility of the "camel getting his nose under the tent and wrecking the covering protection of free broadcasting."

The commissioners may not want to censor programs, Mr. Brown declared, but "whatever power the commission may adopt over programming will not be exercised by the members of the commission but by lesser people in government, many of whom will crave the power to have a hand in programming to promote their own political or sociological ideas."

More, Better News ▪ The South Carolina association also heard Howard H. Bell, NAB vice president, urge broadcasters to upgrade their reporting staffs and techniques. Broadcasters, he said, face a challenge to provide the facts and knowledge "that will help us understand and cope with the problems we face in our communities and beyond our borders."

The South Carolinians also heard FCC Commissioner Robert T. Bartley call on stations to "recapture" control over programming from networks. He also urged that network affiliated stations carry more public affairs shows offered by their networks.

United to buy Friendly Group

United Printers & Publishers Inc., Boston, makers of greeting cards, gift wrapping paper, party goods and specialty items, is planning to buy the Friendly Group stations, which include 12 broadcasting properties—five am, two fm, and five tv stations—for $1,350,000 and transfer of an estimated 175,000 shares of company stock. This was disclosed in United's proxy statement which was mailed July 12 to stockholders in advance of the annual meeting to be held in Dedham, Mass. on Aug. 3.

The stockholders are being asked to approve the acquisition of WSTV Inc., Steubenville, Ohio, and WPIT Inc., Pittsburgh, Pa., the two broadcasting companies that make up the Friendly Group stations. WSTV Inc. owns and operates WSTV-AM-FM-TV Steubenville; KODE-AM-TV Joplin, Mo.; WBOY-AM-TV Clarksburg, W. Va.; and WRGP-TV Chattanooga, Tenn. WPIT Inc. owns and operates WPIT-AM-FM Pittsburgh; WSOL Tampa, Fla.; and WRDW-TV Augusta, Ga. WSTV Inc. earned $134,254 after taxes last year. Net earnings after taxes for

"No Brokers, Please!"

. . . is no insurance of saving money when buying or selling a radio or television station. Unless, of course, you are an expert on station values, tax laws and negotiations. Your insurance of knowledgeable dealings comes through working with someone who is. We immodestly recommend . . .

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Tribune Tower
DElaware 7-2754

DALLAS
Dewitt Landis
1511 Bryan St.
Riverside 8-1175
Joe A. Oswald
New Orleans

SAN FRANCISCO
John F. Hardesty
Don Searle
111 Sutter St.
EXbrook 2-5671

WPIT Inc. in 1960 amounted to $25,-861.

The proposed agreement calls for the transfer of a maximum of 175,000 shares of United stock for all the 1,540 shares of WSTV Inc. outstanding, which is valued at $3.5 million.

The agreement with WPIT Inc. provides that United will purchase all the 721 shares of outstanding stock of the broadcasting company for a total purchase price of $1,350,000. United will pay 29%, or approximately $355,000, of the purchase price in cash, and will issue notes for the balance, payable over a five-year period.

Some of the officers, directors and stockholders of United also are substantial stockholders and officers and directors of the Friendly stations.

Louis Berkman and Jack N. Berkman, through various companies they own or control, own about 220,000 shares, or some 40%, of United common stock. Louis Berkman is chairman of the board, treasurer and director of United, senior vice president and director of WSTV Inc. and executive vice president and director of WPIT Inc. Jack Berkman is vice chairman of the board of United, president and director of WSTV Inc., and chairman of the board and director of WPIT Inc.

John J. Laux, executive vice president and general manager of WSTV Inc,. president and director of WPIT Inc.; and managing director of the Friendly Groups, owns 1,200 shares, or .22 per cent of United common stock. Mr. Laux is up for election as a director of United at the annual meeting on Aug. 3.

United is a publicly-owned company whose stock is sold over-the-counter. It has marketing outlets in Mexico, the United Kingdom, France and Germany, and other countries.

Storer net-income report shows drop

Storer Broadcasting Co. last week reported earnings for the six months ended June 30 with net operating income after taxes amounting to 82 cents per share compared with $1.14 for the same period in 1960. Net income after taxes was $2,032,500 compared with 1960's $2,820,939.

Net income for the second quarter of 1961 amounted to $977,083 (39 cents per share) as against last year's second quarter figures of $1,397,860 (56 cents per share).

Per share earnings are based on a total of 2,474,950 shares of common and class B common stock outstanding at June 30, 1961.

Storer stations are WJBK-AM-TV Detroit; WJW-AM-TV Cleveland; WSPD-AM-TV Toledo, Ohio; WITI-TV Milwaukee; WAGA-TV Atlanta; WIBG Philadelphia; WGBS Miami; WWVA Wheeling, W. Va.; KGBS Los Angeles. Storer also owns the Miami Beach Sun Publishing Co.

Collins calls for 'professionals'

NAB President LeRoy Collins called on broadcasters to become professionals —assuming all the responsibilities that implies.

In a talk to the graduating class of the NAB Executive Development Seminar at Harvard on Friday, Gov. Collins said that recognized professional status for broadcasters requires competence, ethics, and "a high sense of public service responsibility."

"The teacher who is concerned solely with salary—the doctor whose primary aim is to collect fees—the lawyer who regards his work merely as a stepping stone to fame—are not true professionals. Neither are broadcasters who may be similarly motivated," Gov. Collins said.

The brickbats being thrown at broadcasting, the NAB president said, have meaning for broadcasters; "It means that people care about broadcasting. What we do, how we run our businesses and how we act are really important to them.

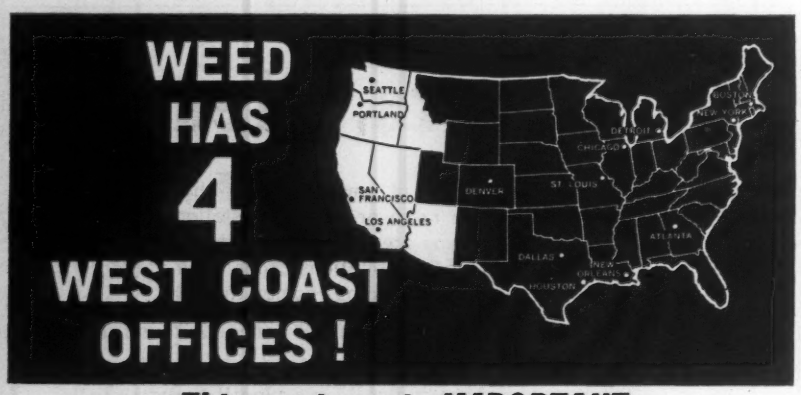
"Would any of us really want to be in a business nobody cared about, even if it were more peaceful and somewhat easier on the nerves?"

Kansas tribunal critical of radio trial coverage

A ruling by the Kansas Supreme Court which found fault with a tape recording by KJCK Junction City, Kan., of a kidnap case arraignment, has been protested by the president of the Kansas Assn. of Radio Broadcasters, Thad H. Sandstrom, manager of WIBW-AM-TV Topeka.

The state supreme court sharply criticized the Geary County district court for allowing the KJCK recording. The reprimand came in a ruling July 8 that reversed the lower court's conviction of defendant Eddie Cox—on grounds apart from the broadcast—and that ordered a new trial.

Mr. Sandstrom said broadcasters are aware of their obligation not to interfere in any way with court procedure or decorum and with modern broadcast techniques can cover any proceeding in a completely unobtrusive manner. He observed that "A basic foundation of our judicial system is that it shall be public."



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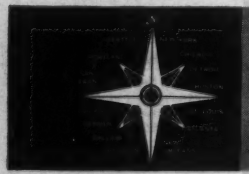

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Motion Pictures—"Gigot", starring Jackie Gleason, now shooting in Paris... Gene Kelly directing...
Theatre—"Gone with the Wind" in preparation...
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Literary Properties—"Romancero" by Jacques Deval...
Real Estate—The Riviera of the Caribbean, Grand Bahama, in construction...

NEW YORK: 270 Park Avenue	YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill.	ORchard 4-5106
DALLAS: 5641 Charlestown Drive	ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive	GRanite 6-1564

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

FCC plagued by balky witnesses

BISMARCK, N.D., REVOCATION PROCEEDING OFF TO SLOW START

A seeming epidemic of witness trouble plagued the FCC Broadcast Bureau last week as it attempted to prove the license of KBOM Bismarck-Mandan, N.D., should be revoked because its licensee had conspired to effect an unauthorized transfer of control of the station. Unlike renewal hearings, revocation proceedings place the burden of proof on the commission.

One witness was called to the stand three times on as many days and left without ever testifying. Another witness persisted in evading questions by FCC attorneys Virgil Tacy and James F. Marten. They asked Hearing Examiner Charles Frederick to declare the witness hostile, to which request the examiner agreed after first warning the witness.

Yet another witness, John K. Harris, former manager and president of KBOM, the subject of much testimony, never appeared. FCC counsel gave no indication they knew his whereabouts, but when KBOM counsel Thomas Sullivan applied for a subpoena for the witness, Messrs. Tacy and Marten told the hearing examiner that Mr. Harris had been in Bismarck for the past two days and had just left on a plane for Yuma, Ariz. The FCC attorneys did say they did not wish to call Mr. Harris but denied having kept him "under wraps."

The main issue in the hearing (which continues this week) is whether the licensee corporation, Mandan Radio Assn., through sale of stock not reported to the FCC, changed ownership since July 1, 1956. Over the protests of KBOM's attorney, Mr. Tacy offered volumes of station bookkeeping into the hearing record. The FCC counsel charged that there were numerous irregularities in the station's reports.

Hostile Witness ▪ Charles E. Kempel, Minot, N.D., major stockholder and former director of Mandan Radio Assn., was questioned about his 1956 purchase of the assets and liabilities of MRA. He said he had bought the stock to help his son-in-law John Harris and Richard C. Johnson become established in business with the agreement they should pay for their equity over a period of time. He said he turned over responsibility for filing FCC reports to Mr. Harris and to Mr. Johnson, who followed Mr. Harris as manager from 1958 until Feb. 6, 1961. Mr. Kempel said he had asked Mr. Harris to resign as manager late in 1957 because of his "incompetence."

Under further questioning, Mr. Kempel kept referring FCC counsel to the record which he said "speaks for itself." Mr. Marten asked the examiner to declare Mr. Kempel a "hostile witness." Under such a ruling a witness is no longer the witness of the party calling him and may be cross-examined, asked leading questions or impeached.

Finally, having directed Mr. Kempel to be more direct in answering questions, Examiner Frederick did rule him to be a hostile witness.

A July 30, 1956, FCC ownership report disclosed only the names of Messrs. Kempel, Harris and Johnson. The Broadcast Bureau attorneys introduced an exhibit of an ownership report filed at that time with the state securities commission which listed two additional stockholders. The attorneys said they would show transfers of stock to 20 other persons and their wives that had never been reported to the FCC.

Point of Privilege ▪ Mr. Johnson was called to the stand by the bureau Monday and Tuesday. On both occasions he said he would testify under a point of privilege provided in the Communications Act, which grants immunity to those testifying before the commission under compulsion. Mr. Tacy did not wish to hear the testimony under those conditions. When Mr. Johnson waived the immunity Thursday and offered to testify, the FCC attorneys conferred briefly and said they would not call him to the stand until they had an opportunity to question him outside the hearing. This proved unsatisfactory to Mr. Johnson.

J. Philip Smith, attorney for the FCC Complaints & Compliance Div., testified he had gone to the station on Sept. 19, 1960, and asked Mr. Johnson why the corporation's minutes did not record a series of stock transactions carried in KBOM's most recent FCC ownership report.

Mr. Johnson, according to the FCC investigator, said he had discovered the irregularities after becoming station manager in 1958 and feared that if he told the FCC before it had renewed the station's license, the renewal would be "unmercifully held up" and that KBOM might "get into hot water" with the commission. Mr. Smith said the station manager told him that his plan was to wait until renewal was granted and then to "bare all" to the commission.

Under cross examination Mr. Smith said he had not discussed KBOM's reporting situation with any of the stockholders other than Messrs. Johnson and Kempel.

Thursday's witnesses, produced by KBOM counsel, testified to the character of the principals of Mandan Radio

'You can't regulate taste, curiosity or morals'

John W. Guider, president of WMTW-TV, N. H., was praised in the U. S. Senate last week for a speech in which he warned that it is both vain and dangerous for the government to attempt to regulate public taste.

In the speech, delivered before the Portland, Me., Rotary Club, Mr. Guider charged that the government is attempting to do this by threatening not to renew licenses and by requiring program formats to conform to Washington's idea of "what the public should see and hear."

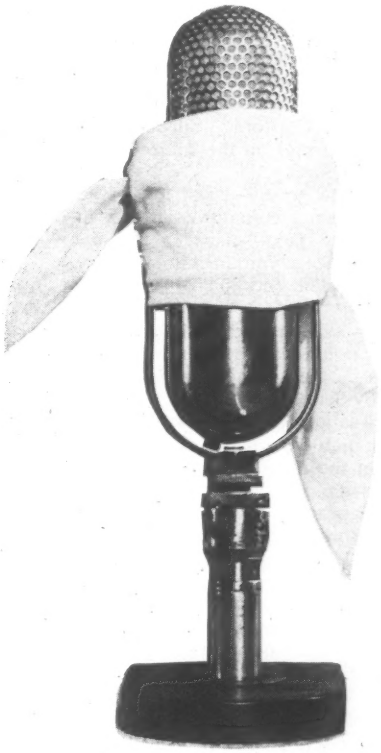
"But . . . you cannot regulate taste or intellectual curiosity any more than you can morals," he said. "We tried to regulate morals with the Great Experiment, [prohibition] and it proved to be a colossal failure."

Censorship, he warned, is a serious threat, even through prior control over programming by government is not involved. "Threats that station licenses may not be renewed unless stations conform to the current thinking in Washington . . . is censorship by fear of subsequent punishment," he said.

Sen. Styles Bridges (R-N. H.), who inserted the speech in the *Congressional Record*, called it "an excellent analysis of the problems and dangers of one man or group of men setting" tv standards for 180 million Americans.

Another request that government go slow in seeking to impose additional controls on the broadcasting industry was voiced last week by Rep. Robert W. Hemphill (D-S.C.). He predicted more stringent government controls would mean greater expense to the public, poorer programs, and additional bureaucratic red tape.

"YOU MAY AS WELL TAKE OUR MICROPHONES"



"Take away our Spotmaster cartridge tape recorders and you may as well take away our microphones. Our Spotmaster units are indispensable. No more scratchy E.T.'s, only the highest quality sound for every client."

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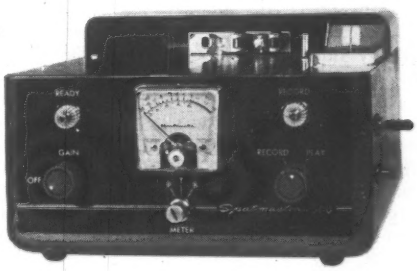

A satisfied customer, of course. But, wherever you find a Spotmaster unit in use (you'll find them in stations in every state in the U.S.A., Canada, Australia and Europe) the opinions of the broadcasters are the same. "Spotmaster is the finest cartridge tape recorder in the industry today." And rightly so. Its pushbutton operation was designed and developed by broadcast engineers in an actual station operation using in excess of 300 spots per day. It is the most field-tested, most field-proven equipment available. Spotmaster is available in the BE500 combination recorder-playback model and BE505 companion playback model—both guaranteed for one year. For further information, call or write today to Broadcast Electronics, 8800 Brookville Road, Silver Spring, Maryland, Dial JU 8-4983.

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1271 Ave. of the Americas
New York, New York

Assn. and praised KBOM's programming and public service. Some dozen witnesses, including businessmen, civic officials, educators and religious leaders testified that KBOM has an excellent record of community service.

Mr. Tacy objected frequently that this testimony was immaterial since the station's programming was not at issue in the hearing.

In line with what appears to be FCC policy in hearings held in the community served, Mr. Frederick admitted the testimony.

USIA asks clearance for audio-visual aids

The U.S. Information Agency has asked Congress to lift tariffs and quantitative restrictions on certain audio-visual materials shipped to this country by 20 free world countries.

The legislation is needed to complete U.S. participation in an agreement signed, along with the 20 other nations involved, shortly after World War II.

Under the agreement, the signatories can ship to each other, free of tariffs or quantitative restrictions, audio visual materials of an "educational, scientific or cultural character."

The USIA is designated as this country's "attesting officer," with the role of determining whether the audio visual materials shipped from here meet the agreement's test for getting preferential customs treatment.

ACT IV: ENTER PASTORE

Senate communications subcommittee sets hearings on space communications, frequency allocations

Congressional determination to put its stamp on the national space communications policy still to be developed was indicated anew last week with the disclosure that the Senate Communications (Pastore) Subcommittee will hold hearings on the subject sometime next month.

The senate group—latest in a series of congressional committees to get into the space field—plans to examine not only space communications policy, but the related question of frequency allocations.

Serving as a springboard for the allocations inquiry will be a resolution (SJ Res 32) introduced early in the session by Sen. Vance Hartke (D-Ind.). The legislation proposes the creation of a five-man commission to study and report on the manner in which the radio spectrum is allocated among government agencies.

At the time he introduced the resolution, Sen. Hartke said it is "deplorable" that the U. S. has neither a high-level agency to resolve conflicts among government and non-government users nor a national communications policy. Subcommittee members are known to share Sen. Hartke's views.

The House Side ▪ The House Commerce Committee, meanwhile, begins three days of hearings tomorrow (Tuesday) on space communications. Witnesses will be drawn from the FCC, the Justice Dept.'s antitrust division, the State and Defense Depts., the National Aeronautics and Space Agency, and the Office of Civil and Defense Mobilization.

Next week, it will be the Senate Small Business Committee's turn for hearings on the same subject (BROADCASTING, July 17). The House Science & Astronautics Committee also held hearings which ended last Monday.

A recommendation on one of the major determinations to be made in the formulation of national space communications policy—the role to be played by private industry—reportedly has been given to President Kennedy by his National Space and Aeronautics Council.

But there are conflicting versions of what the recommendation was. One says the council favors government ownership; others, that it favors private enterprise participation, along the lines

The FCC regains some ground from FAA

Two federal regulatory agencies put their heads together last week and as a result the FCC and tall tower applicants gained a small bit of ground. The FCC and Federal Aviation Agency issued a joint statement Friday (July 21) noting that certain agreements had been reached on the latter's new tall tower rules which became effective July 15 (BROADCASTING, July 10).

Primary FAA concessions were (1) inclusion in the new rules of a statement that the FAA regulations do not affect the jurisdiction of the FCC over the radio-tv industry, and (2) deletion of the FAA requirement that new tower applicants submit their plans to the aviation agency 30 days before filing an application with the FCC.

Under the joint agreement, broadcasters would be able to notify the FAA of tower proposals simultaneously with the filing of an application with the FCC. The two agencies, in turn, adopted procedures for coordinating consideration of the application.

The new FAA rules authorize that agency to establish antenna farms but no such farm will be specified which would interfere with the statutory responsibility of the FCC, last week's joint announcement said. Further agreements have been reached "to insure that the coordination of new FAA regulations on tall structures with FCC requirements would not result in any unnecessary restrictions on persons who propose structures . . . which may project upward into the navigable airspace," the notice stated.

After the new FAA rules were announced, the commission insisted on a conference with the agency to preserve the FCC's authority in the field. It was felt that the FCC has the final statutory authority in the area covered by the FAA rules and that the latter does not have the power enunciated without a congressional mandate.

The commission, however, received no support from Sen. A. S. Mike Monroney (D-Okla.), the man who wrote the Federal Aviation Act. He said last week that the act gives the FAA authority to make rules regarding radio towers and other obstructions which reach up into "navigable air space." And this includes, under the act's definition, "air space needed to insure safety in take-off and landing of aircraft."

The FCC appointed a three-commissioner committee headed by Robert T. Bartley, to negotiate with the FAA. Friday's joint announcement was a culmination of talks between the two agencies.

Still remaining in the FAA rules, however, and troublesome to broadcasters are the exclusion of the aeronautical rules from protectors of the Administrative Procedures Act and the provision that a "no hazard" tower determinations will be effective for only 18 months. Both the Assn. of Maximum Service Telecasters and the Electronics Industry Assn. have asked the FAA to reconsider the new rules.

of the joint venture scheme being considered by the FCC and NASA to permit private companies to operate the proposed system.

Disclaimer ▪ When clarification was sought from White House News Secretary Pierre Salinger, he disclaimed knowledge of the council's action.

If a top-level decision has been made, it wasn't evident in the testimony of several administration figures who expressed differing points of view in appearances before the House Science & Astronautics Committee, which concluded its hearings on space communications last week.

John H. Rubel, assistant secretary of Defense, said his department will cooperate with NASA in encouraging private industry to develop and establish an operational communications satellite system.

But Philip J. Farley, a special assistant to Secretary of State Dean Rusk, and U. S. Information Agency chief Edward R. Murrow expressed doubts that the traditional private enterprise approach is applicable to space age communications.

Neither commented directly on who should operate the system. But both said the system must be "global," open to all nations. And "novel arrangements," said Mr. Farley, "may well be needed to deal with novel technology."

Interest Private? ▪ Mr. Murrow said that "industry may have little interest in communications with Upper Volta, as there may be no profit forthcoming for years. Yet is it right that Upper Volta have as much potential use of the system as the United States. And if it is not the aim of private industry to serve the lean as well as the lucrative, then it must be the aim of government."

The apparent lack of a national policy on the private-vs.-government ownership question caused several members of Congress to express concern that private interests might achieve a monopoly in space communications activities.

Sen. Estes Kefauver (D-Tenn.), chairman of the Senate Antitrust and Monopoly Subcommittee, urged FCC Chairman Newton N. Minow and Lee Loevinger, the Justice Dept.'s antitrust boss, to see to it that the space communication system is developed in strict conformity with antitrust principles.

Rep. Chet Holifield (D-Calif.) bluntly charged that American Telephone & Telegraph is seeking a monopoly in the field. He called on Congress and the executive department to formulate a policy for space-age regulation of communications facilities.

Going farther than either of his Democratic colleagues was Rep. John E. Moss (D-Calif.). He said ownership of the space communications system should be "vested in Uncle Sam," not thrown open "to possible monopoly by one or more of the giant communications corporations."

Virtue hath its reward

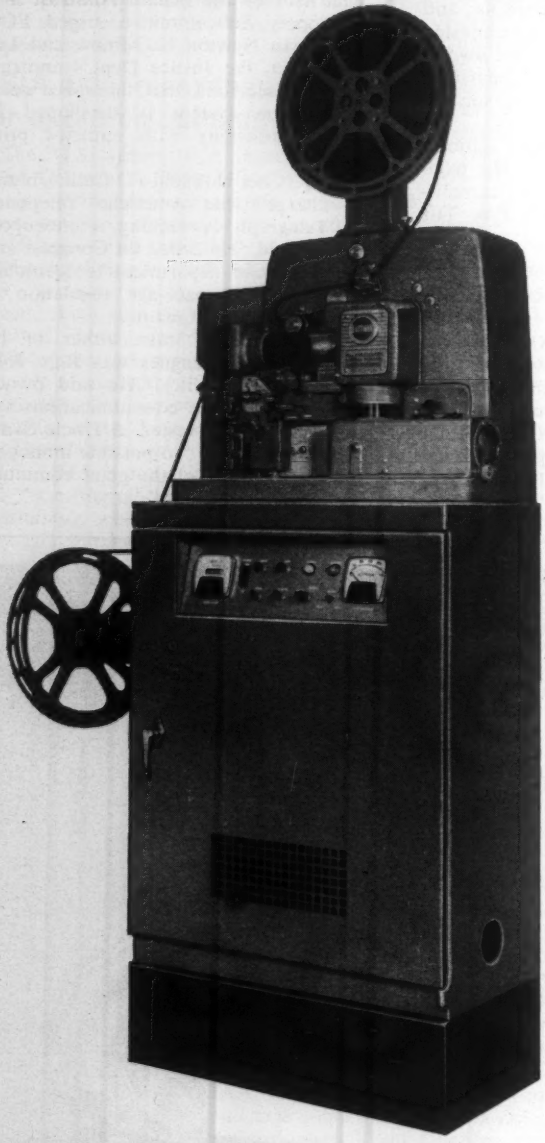
There are 196 radio and tv stations throughout the country pleased that the FCC has delegated certain of its powers.

These are the first stations to be granted license renewals by the Broadcast Bureau. Under a new provision, the bureau is empowered to pass on such matters as modifications, renewals and transfers which are uncontested and routine in nature, not involving policy-making or departures from existing rules (BROADCASTING, July 10).

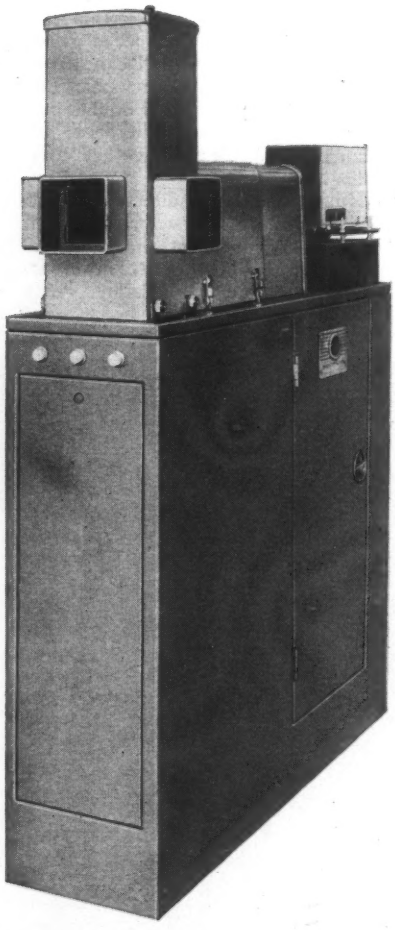
For a listing of these stations, which have been saved the trouble of action by the full commission, see next week's FOR THE RECORD.

Announcing . . .
THE RETURN OF GOOD RADIO TO DENVER
MR. JOHN C. MULLINS, PRESIDENT AND OWNER OF
TV DENVER, INC.
PROUDLY ANNOUNCES THAT KBTV . . .
THE FAMILY TELEVISION STATION, HAS NOW ADDED
THE RADIO SOUND FOR THE FAMILY . . .
KBTR* 710 K.C. 5000 WATTS.
NOW . . . THE SIGHTS AND SOUNDS OF THE WORLD
CAN BE SEEN ON KBTV CHANNEL 9
AND HEARD ON KBTR 710 K.C.
*FORMERLY KICN

Now... greatly improved picture with General Electric's new TV



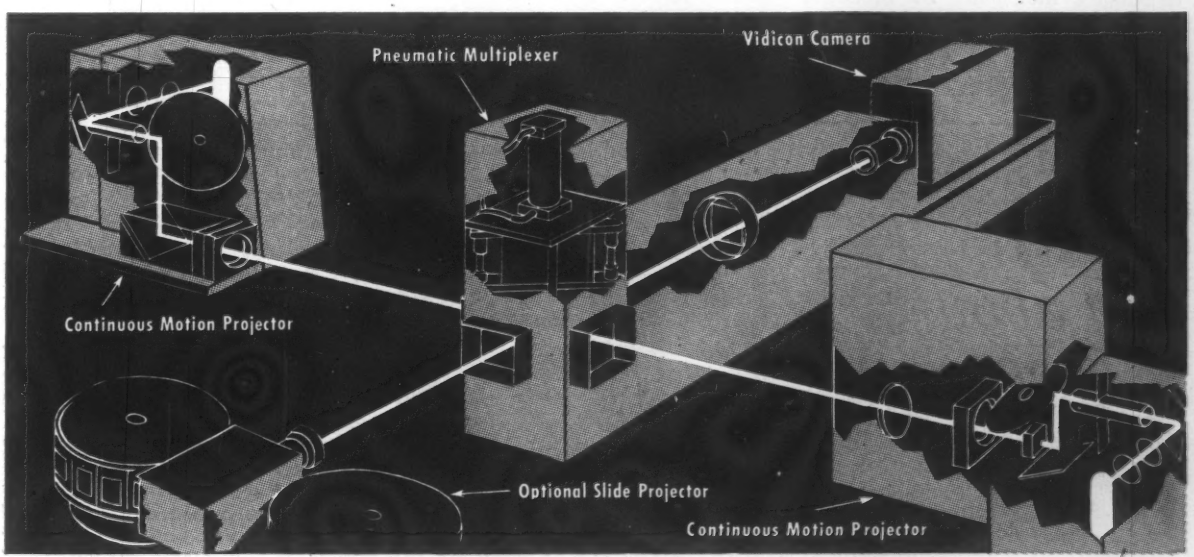
Type PF-10B Continuous Motion Projector. A unique "skew-ray" plate in the optical system breaks up the collimated light beam into random rays that illuminate film defects such as scratches from so many angles that they virtually disappear. Continuous motion projection eliminates the intermittent film advance mechanism that, when faulty, can cause picture unsteadiness and shorten film life. All controls are located on the front of the pedestal on a swing-out door for easy accessibility. The pedestal also houses the exciter power supply. A variac controls the lamp voltage.



Type PF-11-A Pneumatic Multiplexer is manufactured for General Electric by Eastman Kodak Company to relay the optimum image from film and slide projectors to the vidicon camera. Pneumatically operated high efficiency front surface mirrors travel in their own plane and normal to the optical axis. This unique mirror mechanism and a very rugged base cabinet result in a stable and accurate relay system. The mirror switching system can be controlled at the unit or from remote operating positions.

quality...simplified operation Film Camera Center

The new General Electric Film Center is designed to transmit high resolution pictures from any standard TV film or 2 x 2 slide. The Film Camera Channel Type PE-21-A features superior signal-to-noise ratio, outstanding resolution, and the ability to adjust for light variations of 100 to 1. The system provides maximum reliability with one-man operation. The continuous motion projectors will accommodate both optical and magnetic sound tracks on 16 mm film, and remote controls can be operated from several different locations. Inputs are directed to the vidicon camera through a fast-action pneumatic mirror assembly in the multiplexer, which may be operated manually at the bench or electrically from remote locations.



For complete details of the economy, efficiency and superior performance this new Film Center can bring to your station, write to Broadcast Equipment, Section 4871, General Electric Co., Lynchburg, Virginia. In Canada: Canadian General Electric, 830 Lansdowne Ave., Toronto, Ont. Export: International General Electric, 150 E. 42nd St., N.Y. 17, N.Y.

GENERAL ELECTRIC

'Deceitful conduct' charged to KLFT

The "pattern of perfidious and deceitful conduct" displayed by Leo Joseph Theriot, licensee of KLFT Golden Meadow, La., "warrants only one sanction—that is the revocation of the license of KLFT," the FCC Broadcast Bureau claimed last week in its proposed findings to Hearing Examiner Jay Kyle. The license revocation hearing was held in New Orleans in May on charges of willful and repeated technical violations by the station and alleged misrepresentations made by Mr. Theriot to the FCC (BROADCASTING, May 29).

Indeed Mr. Theriot had shown "a lack of attention to the requirements of commission rules," his own lawyer agreed in his findings, but added that an appropriate penalty would be a short-term license renewal.

KLFT's attorney argued that to deprive Golden Meadow of its sole community communications medium (there are no papers published there) would be unfair to the public. The Broadcast Bureau said Golden Meadow residents could tune in New Orleans stations and could get the weather warnings heretofore provided by KLFT from Coast Guard sources.

The bureau charged that KLFT had no first-class radio-telephone operator on duty from July 18, 1959 until April 17, 1961. During this period an FCC field representative had warned licensee Theriot repeatedly that he was violating FCC rules, the bureau said.

Engineer Issue ▪ The FCC field inspector referred several engineers to KLFT; Mr. Theriot told one of them that he wasn't going to employ a first-class operator and that "he would prefer shutting down the station before he would," according to bureau findings. The bureau further charged that he had given an involved runaround to a local resident seeking an engineering job; had borrowed his operator's license and photostated it, telling the engineer he woud check with the FCC whether the license was valid. No such check was received at any FCC office, the bureau said. (KLFT findings said Mr. Theriot had checked with the engineer's previous employer and had decided not to hire him after getting a bad reference.)

When an FCC field representative checked at the station he was told by employes that George Roundtree was the station's engineer and that he had performed maintenance during the past few days. The employes later rescinded their statements and said they had made them under Mr. Theriot's instructions. Mr. Roundtree was employed by a radio service company in Houma, La., (50 miles away) and serviced KLFT only as a representative of that company, the bureau charged. He was paid $50 per month to "post his license" at the station, but was not required to perform duties for this money, the bureau asserted.

KLFT's attorney agreed that Mr. Theriot had, in good faith, instructed employes that Mr. Roundtree was the station's engineer. "Unfortunately for Theriot's interests, however, the same employes attempted to embellish on this statement when confronted by FCC inspectors, and were later forced to retract their detailed statements."

Postponement

A one-month postponement of the dates for comments and oral argument in the court-remanded option-time rulemaking was granted by the FCC last week at the request of affiliates of the three tv networks (BROADCASTING, July 10).

Comments now are due Oct. 6 (extended from Sept. 7) and the oral argument is scheduled for Oct. 27 (from Sept. 28). The commission had asked the court to return the case to the FCC for further agency consideration.

FCC, Wilson protest Miami ch. 10 delay

Both the FCC and L. B. Wilson Inc., holding an FCC permit for Miami ch. 10, have protested to the U. S. Court of Appeals in Washington against a request by National Airlines for a stay of that court's July 6 ruling.

The court upheld the FCC's determination to revoke the 1957 grant to National Airlines and to disqualify that company, plus North Dade Video Inc., another applicant, and to grant the Miami vhf outlet to L. B. Wilson. (BROADCASTING, July 10). National Airlines asked the court to stay its decision because it is planning to ask the U. S. Supreme Court for permission to appeal (BROADCASTING, July 10).

The FCC said a stay should not be granted because an applicant (National Airlines) found guilty of conduct amounting to fraud "should not be permitted to reap the fruits of that fraud." There is no substantial liklihood, the FCC said, that the Supreme Court will grant *certiorari* or reverse the appeals court.

L. B. Wilson Inc. said it is ready to

What does HARRY K. RENFRO say about* **BROADCASTING YEARBOOK?**

"PERMANENT PART OF BUSINESS LIBRARY"

"I find the BROADCASTING Yearbook most useful in checking important station information. As a reference volume, it is a permanent part of my business library."

* V.P. and Manager of Radio & Media Dept. D'Arcy Advertising St. Louis

Will YOUR advertising story be seen by top agency-advertiser people like this in the 1961-62 BROADCASTING YEARBOOK when it comes off the press on September 1? *Guaranteed circulation:* 18,000 copies. *Same* rates, *same* space sizes as every issue of BROADCASTING. *Final plate deadline:* July 29. Reserve the position you want – TODAY – before somebody else gets it! Wire or call collect to nearest BROADCASTING office now!

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

Cantonese or Mandarin

KRON-TV San Francisco will soon offer a translation system better than subtitles to its Chinese-speaking viewers. The FCC July 19 granted the tv outlet's sister fm operation authorization to use a subchannel, when not employed for transmission of background music, for broadcasting running Chinese translations of the audio portions of its programs.

begin broadcasting 15 days after the FCC says the word. The company said National Airlines should not be permitted to profit from its transgressions. An affidavit by Thomas A. Welstead, vice president of the company, included in the L. B. Wilson pleading indicated that over $1 million has been spent on building WLBW-TV and over $215,000 expended to maintain it on a standby basis over the last nine months. It costs more than $18,000 a month to maintain the facility on a standby basis, Mr. Welstead said. He said WLBW-TV has assurances of an ABC affiliation whenever it begins operating and that it has commitments to hire 39 of the 63-member staff of National Airlines' WPST-TV, the present ch. 10 station.

Congress resumes activity on FCC reform

SENATE, HOUSE COMMITTEES APPROVE SIMILAR BILLS

FCC-reorganization legislation to give the commission the flexibility it says it needs began moving through Congress again last week after temporary delay by the July 4 holiday.

The Senate Commerce Committee approved without objection the bill (S-2034) introduced by Sen. John O. Pastore (D-R.I.), and sent it to the floor. And the House Commerce Committee, which had previously approved a virtually identical bill (HR 7856) sponsored by its chairman, Rep. Oren Harris (D-Ark.), filed its approving report with the House on Monday.

The House bill, however, still has to clear the Rules Committee before it can reach the floor for debate. The sometimes balky Rules Committee is expected to hold a hearing on the matter within the next two weeks.

Both the Senate and the House bills, introduced after the House killed President Kennedy's FCC-reorganization plan (BROADCASTING, July 19) follow closely recommendations submitted by the commission. But although the Senate Commerce Committee revised the language of the Pastore bill to make it agree more with the House version, differences remain.

The House bill would permit the FCC to rule out in advance the possibility of review for certain types of minor cases. The right of appeal in these cases would be limited to filing exceptions to initial decisions.

The Pastore bill would permit parties to any case to seek review. But both bills allow the commission to exercise discretion in granting review.

In addition, while both bills permit the commission to delegate any of its functions to individual commissioners or employes, the Pastore legislation requires only that the delegation of authority—or its withdrawal—be effected by a majority vote of the commissioners participating. The Harris bill requires that the action be taken by a majority of the commissioners "holding office."

The Commerce Committee kept this section of the Pastore bill intact at the request of FCC Chairman Newton N. Minow. In a letter to the committee, he said that, with one or more members of the commission often absent on official business, the requirement that a constitutional majority be mustered would prove too restrictive.

Revolt against FCC program controls

HYDE HINTS NAB SHIRKED EXPLANATION; IDAHO BLASTS COLLINS STAND

The Idaho Broadcasters Assn. last week officially disapproved the stand of the NAB and its president, LeRoy Collins, endorsing the FCC's proposed new program forms.

And, at the same IBA meeting which expressed official disapproval of the NAB action, FCC Commissioner Rosel H. Hyde told the broadcasters of his home state that industry spokesmen have not made radio-tv's position adequately understood. Commissioner Hyde also spoke out against the increased regulatory activities of the government along lines normally found only in the regulation of public utilities and in areas bordering on censorship.

Gale (Gub) Mix of KRPL Moscow, outgoing IBA president, said: "We don't go along with the NAB stand at all." The Idaho association, after hearing a luncheon address by James McKnight of the NAB's Los Angeles office, officially condemned the NAB position (BROADCASTING, July 17). State broadcasters were urged to contact the NAB, FCC and members of Congress expressing opposition to the new program reporting forms (BROADCASTING, July 10).

Commissioner Hyde reviewed recent official government actions, statements and policy declarations all looking toward more federal regulation of broadcasting. Pointing out the FCC now rules on the "legitimate and prudent" expenses of applicants seeking to drop out, he said this is the first instance where expenditures in a broadcast enterprise have been made a matter of government regulation. "The concept, of course, is familiar in public utility regulation," Commissioner Hyde stated.

Utility; Censors ▪ Referring to the new program forms, he said: "Detailed reporting and accounting are characteristics of utility regulation. It is said that efforts by others to employ microscopic detail inspired the observation of Justice Holmes that 'delusive exactness is a course of fallacy throughout the law'."

He said the executive, legislative and the FCC itself are rapidly placing the agency in a position of regulating programming fare. "I think it is unfortunate that the public is being led to look to the FCC for fulfillment of its program interest," Commissioner Hyde stated. And, he maintained, advocates of this new trend have never considered whether close government supervision can give better results than a free enterprise system.

"It is particularly disturbing in the face of the clear declaration of policy [against censorship] in the Communications Act," he stressed. Citing several other prohibitions against censorship by the commission, Commissioner Hyde asked: "What possibility could we have of untoward regulation or interference in programming without doing violence to law? Perhaps there is such a thing as subtle violence. . . . The unattractive office of censor can be made to appear as guardian of integrity."

The commissioner said that broadcasters will make promises designed to satisfy the programming wishes of the commission. "It does not take much imagination to find elements of prior restraint in such a system," he said. "I believe that in more thorough and temperate consideration of the fundamental issue, we may find that broadcasting's greatest opportunity and potential lies in the application of free enterprise principles, free of censorship.

"I should like to see the Communications Act interpreted in a forward-

Poop sheet on FCC's 'Rover Boys'

"Don't forget that the FCC has gotten additional money for more inspectors and *they are determined to inspect.*"

So warns a special committee of the Idaho Broadcasters Assn. which has prepared and circulated a memorandum designed to help member stations prepare for FCC renewal inspections. The five-page document covers every phase of broadcast operations from the condition of employe rest rooms to the proper maintenance of towers.

In addition to the above, here are some direct quotes from the IBA advice sheet:

"Keep your mouth shut and . . . DO NOT VOLUNTEER ANY INFORMATION UNLESS ASKED A DIRECT QUESTION. You will talk yourself into a deeper hole by trying to talk yourself out of a smaller one."

"They will want to know—the minute they walk in the door—whether you are a member of the state association."

"If you have [rebroadcast a program from another station], you'd better pray you've got written permission from the originating station ON FILE. Don't try to talk your way out of this one. . . . You can't outsmart them on this. They will nail you for an infraction AND DISHONESTY."

"They are murder on program and transmitter logs."

"Is your Conelrad alert system in perfect operating condition? It better be."

"If you have ever given anything away over the air you're in for a long grilling session."

"Don't kid yourself on this one [payola], either. They mean ANYTHING by way of under the table benefits."

"If any of those third tickets have lapsed you had better do something about it the minute you put this down."

"They will go over your political broadcast activity with a fine tooth comb. . . . You better have a full file. . . ."

"They will ask in the community and if the community reaction or image differs from what you state it to be—LOOK OUT."

"They will double check your answer if they have reason to suspect it—and they indicate a reason to *suspect everything.*"

"They will check your station for employe comfort facilities and with the employes as well as looking for themselves."

"They just hit one station and the manager said to pass this on: 'It is a white glove inspection of your equipment. You had better take a vacuum cleaner to your transmitter and other equipment then polish it up so it looks like new—Even take the tubes out and polish them.' *He wasn't kidding.*"

"You can bet you'll get [at least one citation]."

"If the team hits your station YOU ARE IN BAD SHAPE."

"Just got another call—says to look out for logs that are made up too far ahead or too far behind. LOG IT WHEN DONE."

looking manner—the kind of interpretation which has made constitutional principles effective in meeting the requirements of our country from its beginning to its present status of world leadership."

Commissioner Hyde stressed that broadcasters should have the freedom and discretion essential to creative endeavor and to meet ever-changing conditions. "According to precedent, a conclusion may include an exhortation or a charge," he said. "I make the suggestion with concern for the future of broadcasting that operators of stations haven't made their positions adequately understood . . . or that their demonstration of the advantages of the free enterprise system should have improved attention. Perhaps both of these matters warrant further serious attention."

Duane Wolfe of KCTD Caldwell was elected president of IBA, succeeding Mr. Mix, at last week's meeting in Salmon. Henry Fletcher, KSEI Pocatello, was elected vice president and Ed Brainard, KORT Grangeville, secretary-treasurer. Next year's meeting will be held in Pocatello.

CCBS urges FCC: ignore 50kw request

Clear Channel Broadcasting Service last week asked the FCC to ignore the request of three limited-time Class II stations for 50 kw power and nighttime operation (BROADCASTING, July 17). Stations are KFAX San Francisco, KGBS Los Angeles and KXL Portland, Ore.

CCBS said the stations' comments were untimely filed and should not be accepted by the commission. In addition the organization said the comments were "without merit" and, if considered, should be rejected.

The three stations' situation is not "unique" as they claim, CCBS stated; any number of stations could advance similar arguments. Furthermore population increase in the communities served by the three stations would not justify their request because the purpose of the clear-channel proceeding is to provide service to "white" or underserved areas, CCBS maintained. These areas can be served only through improvement of the quality and power of nighttime skywave service, CCBS claimed, and the stations' proposal would reduce rather than improve such service.

Westinghouse Broadcasting Co. also filed opposition at the commission, charging that the stations' request is "not entitled to consideration at the present status of the record at this docket." WBC said the petitioners should have their request returned with leave to refile it, if appropriate, at a later date.

Political funds bills sidetracked in Senate

Hope faded completely last week for passage this year of legislation to ease the burden of radio-tv costs for candidates campaigning for federal office.

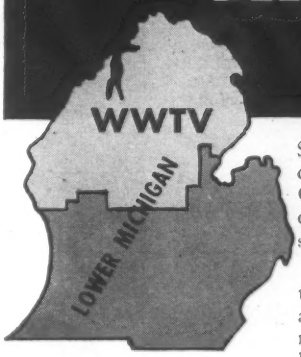
The Senate Elections Subcommittee, which held hearings on two such bills, was reported ready to shelve both.

One (S 227), offered by Sen. Mike Mansfield (D-Mont.), would require the government to pay up to $1 million for the radio and television time of major party presidential candidates. Minority party candidates would get $100,000.

The other (S-1555), introduced by Sen. Maurine Neuberger (D-Ore.) would provide federal payments to defray part of the cost of broadcast time of any candidate for federal office.

The subcommittee is considering a bill to raise ceilings on campaign expenditures, require public disclosures of contributions and provide a 50% tax credit on political contributions of up to $10. The legislation (S 604) is co-sponsored by Sen. Kenneth Keating (R-N. Y.) and Edward V. Long (D-Mo.).

WWTV-AREA SERVICE STATIONS SELL 76% MORE THAN DELAWARE'S!



WWTV has daily circulation, daytime and nighttime, in 36 Michigan counties (NCS No. 3).

Service stations in Northern Lower Michigan—36 counties served by WWTV, Cadillac - Traverse City—cash-in on 76% more sales of gasoline and other automotive service products than all the stations in Delaware*!

Hence Northern Lower Michigan is important to you, and so is WWTV. WWTV *alone* reaches an area served by 12 daily newspapers and 18 local radio stations. Furthermore, WWTV delivers more homes than Station "B" in each of 200 weekday quarter hours surveyed, 8 a.m.-6 p.m. (NSI, Cadillac-Traverse City, Oct. 17-Nov. 13, 1960).

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**WWTV - area service station sales are $79.7 million. Delaware's are only $45.4 million.*

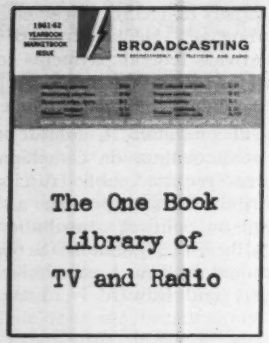
The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER • CBS and ABC
Officially Authorized for CADILLAC-TRAVERSE CITY
Serving Northern Lower Michigan

Avery-Knodel, Inc., Exclusive National Representatives



The One Book
Library of
TV and Radio

THE JURY'S VERDICT

THESE TWELVE men and women, selected at random from the thousands of agency executives who make the wheels go 'round in broadcast advertising, all concur on one decision:

BROADCASTING Yearbook – whose 27th annual edition will be out September 1 – is the most essential single reference volume of its kind published anywhere. As you may read in their individual opinions, rendered below, certain key words are significantly repeated over and over – **"invaluable" . . . "most useful" . . . "great help" . . . "handy" . . .**

(Matter of fact, in a recent survey of decision-makers at the Top 50

JUROR #1

"SO MANY USEFUL FACTS"

"No other single volume, in my opinion, provides so many useful facts about the television and radio business as BROADCASTING Yearbook."

Lee Rich
Senior V.P.
in Charge of Media
& Programming
Benton & Bowles
New York

JUROR #2

"NO REFERENCE SOURCE HANDIER"

"There is no reference source I have found handier in my years in broadcasting. I always keep it in my desk and keep one at home because in a minute I get in touch with talent, packagers, network executives and other agency people I have known for a long time."

Jules Bundgus
Senior TV Supervisor
Ted Bates
New York

JUROR #5

"NOTHING LIKE BROADCASTING YEARBOOK"

"For fast, fast, fast relief when I need to know what's what or who's where in TV or radio, there's nothing like the BROADCASTING Yearbook."

Hildred Sanders
V.P. in Charge of
Radio & Television
Honig-Cooper &
Harrington
Los Angeles

JUROR #6

"ALWAYS WITHIN REACH"

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Media Activities
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Chicago

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V.P., Program & Merchandising Manager
Needham, Louis & Brorby
Chicago

JUROR #10

"KEEP AT HAND THROUGHOUT YEAR"

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V.P. & Media Director
Batten, Barton,
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"YEARBOOK OF GREAT HELP"

"BROADCASTING Yearbook is of great help in getting basic information about stations and other pertinent information regarding the overall broadcast field."

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J. Walter Thompson
Chicago

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Media Supervisor
Knox-Reeves
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Minneapolis

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"INVALUABLE REFERENCE SERVICE"

"I find the BROADCASTING Yearbook an invaluable reference service in our business."

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Media Director
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New York

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V.P. and Manager of
Radio & Media Dept.
D'Arcy Advertising
St. Louis

JUROR #12

"INDEED A VALUABLE REFERENCE TOOL"

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BROADCASTING YEARBOOK

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Congressmen oppose clear channel plan

HOUSE, SENATE BILLS WOULD BLOCK FCC PROPOSALS

A bipartisan attack on the FCC's proposal to duplicate 13 of the 25 remaining clear-channel stations went off on schedule last week as five members of Congress introduced legislation to block the move.

The proposals—three in the House and one co-sponsored bill in the Senate—would prohibit the FCC from licensing more than one station to operate at night on any of the present 25 class I-A clear-channel frequencies.

The three House bills (HR-8210, HR-8211 and HR-8288) were introduced by members of the House Commerce Committee, which has jurisdiction over the FCC. They are Reps. John J. Flynt, Jr. (D-Ga.), John D. Dingell (D-Mich.) and John B. Bennett (R-Mich.).

The Senate bill (S-2290) was co-sponsored by Sens. Homer Capehart (R-Ind.) and Herman Talmadge (D-Ga.). Plans for the move in Congress came to light after a Senate speech by Sen. Paul Douglas (D-Ill.) criticizing the FCC proposal (BROADCASTING, July 17).

More Power for Clears ▪ In addition to barring the FCC from implementing the duplication proposal it announced last month (BROADCASTING, June 19), the Bennett and Dingell bills would require the commission to authorize clear-channel stations to operate on power "in excess" of the 50 kw presently permitted by FCC rules.

The commission is now empowered to grant all U. S. stations increased power; that it hasn't done so is believed due to a 1938 Senate resolution expressing that chamber's view that the 50 kw limit should be maintained.

In statements that for the most part were identical, Rep. Bennett and Sen. Capehart said that keeping the remaining clear channels intact and increasing the power of clear-channel stations is "the only" way of improving radio service to rural areas.

They said this is shown "conclusively" in FCC hearings held in 1938 in 1945.

Rural Loss ▪ The proposed FCC action, they said, "will lead to more service to cities which are already well served and to less service to the rural and remote areas which are now underserved."

They charged that the proposed FCC action would "create an impossible roadblock" to the use of higher power by class I-A stations and "lead to a further degradation of service to rural areas."

The legislators also used arguments involving the national defense and international considerations.

They said they are "convinced" it would benefit the military to keep the present I-A and I-B clear-channel frequencies intact and to authorize higher power for all class I-A stations.

And "our [foreign] neighbors," they said, "could not be stopped from using our class I frequencies in their countries should we choose to desecrate their use in our own."

Rep. Bennett Rep. Dingell Rep. Flynt Sen. Capehart Sen. Talmadge

WTVW (TV) rebuffed in ch. 7 struggle

WTVW (TV) Evansville, Ind., lost a major battle last week in its four-year fight to retain its right to operate on ch. 7 instead of on ch. 31—as ordered by the FCC in a February 1957 deintermixture decision.

Hearing Examiner Jay A. Kyle issued an initial decision recommending that ch. 7 be shifted to Louisville, as the commission proposed, and that WTVW be required to move to ch. 31. Mr. Kyle said there is a much greater need for the vhf channel in Louisville (28th market), which has two commercial vhfs, than Evansville (108th market), which has WTVW and two uhf stations in operation.

At the same time, the examiner found that WTVW "has achieved a record of remarkably significant programming [and] has made a distinct contribution to the community life of Evansville." He rejected the station's contention that it would be ruined financially by a required shift to ch. 31 in the Evansville area.

Operating in the Indiana city are WFIE-TV (ch. 14) and WEHT (TV) (ch. 50). Mr. Kyle felt addition of ch. 7 at Louisville will result in advantages to ABC-TV which, he said, has been "starved out of that city because of the lack of an outlet." The terrain around Evansville is ideally suited for uhf propagation, he said.

The case began in 1957 with the FCC's order making Evansville all-uhf and intermittent hearings on the WTVW shift were held through Feb. 21 of this year.

Reconsideration plea by WHDH-TV denied

The FCC last week denied a petition by WHDH-TV (ch. 5) Boston for reconsideration of the commission's order vacating the 1957 grant to Boston and ordering further comparative evaluation of the three applicants.

WHDH-TV's contentions (BROADCASTING, July 3) "ignore the nature of the court remand" which ordered the commission to re-evaluate the applicants on the basis of the record, including *ex parte* revelations, the FCC said. The commission also refused to reopen the record, as requested by WHDH-TV, or to permit the station to introduce evidence relating to its ch. 5 operation the past three years.

The commission said that the present proceeding would not be underway except for the misconduct of WHDH-TV and to allow such evidence to be presented would "indirectly be permitting it to profit from such misconduct. It would not seem to require discussion to demonstrate the inequity of such a situation."

WHDH-TV last week asked the commission to dismiss the competing ch. 5 application of Greater Boston Tv Corp. following the sale of a 2.77% interest by Richard Maguire to John Quincy. WHDH-TV maintained that this constitutes a "significant change" in GBT because Mr. Maguire was the prime organizer of the application.

WHDH-TV also maintained that GBT made much of the fact that each of its 36 stockholders owned an equal amount (2.77%) but now there are only 35, and Mr. Quincy owns twice as much stock (5.55%) as the remaining 34 stockholders. Mr. Maguire's withdrawal destroys the usefulness of the existing hearing record, WHDH-TV said.

The third applicant for ch. 5 is Massachusetts Bay Telecasters.

WITT hearing moved to own community

Amid a flurry of petitions and objections last week, FCC Chief Hearing Examiner James Cunningham approved the Broadcast Bureau's request to move the site of the license renewal proceeding against WITT Lewisburg, Pa., from Washington, D. C., to the station's own community (AT DEADLINE, July 17). The attorney for the station had opposed the move, holding that preparation of his case in Washington, where he has offices and access to FCC files, would be difficult enough and the move to Lewisburg would place an extra burden on him.

Since the Broadcast Bureau has argued repeatedly against delay of the case into September, it finds itself committed to a hearing during the FCC's vacation month, August, contrary to the FCC's expressed general policy against such proceedings during that month. The hearing is scheduled tentatively to start July 31.

The issues will include alleged unauthorized transfer of control of WITT and misrepresentations by WITT to the FCC.

The bureau last week asked the FCC to deny WITT's request for a bill of particulars, citing the commission's refusal of a bill to KWK St. Louis, and claiming the bureau has been willing to discuss the charges against WITT in prehearing conference. The bureau also opposed three other WITT requests: to turn the proceeding from a renewal to a revocation proceeding; to place the burden of going forward with evidence upon the Broadcast Bureau; to clarify or revise the issues.

Bigger Conelrad seen in Kennedy reshuffle

President Kennedy last week reshuffled the civilian defense activities of the United States.

He abolished the Office of Civil & Defense Mobilization and placed the bulk of its civil defense activities under the Department of Defense.

Censorship and telecommunications remain under the White House roof in a new staff Office of Emergency Planning (CLOSED CIRCUIT, July 17).

Among the missions given to the Secretary of Defense is one to maintain communications and a warning system for civil defense.

This is taken to mean that the Conelrad program, under review by the Joint Chiefs of Staff (BROADCASTING, April 10), will probably be retained —and perhaps even expanded.

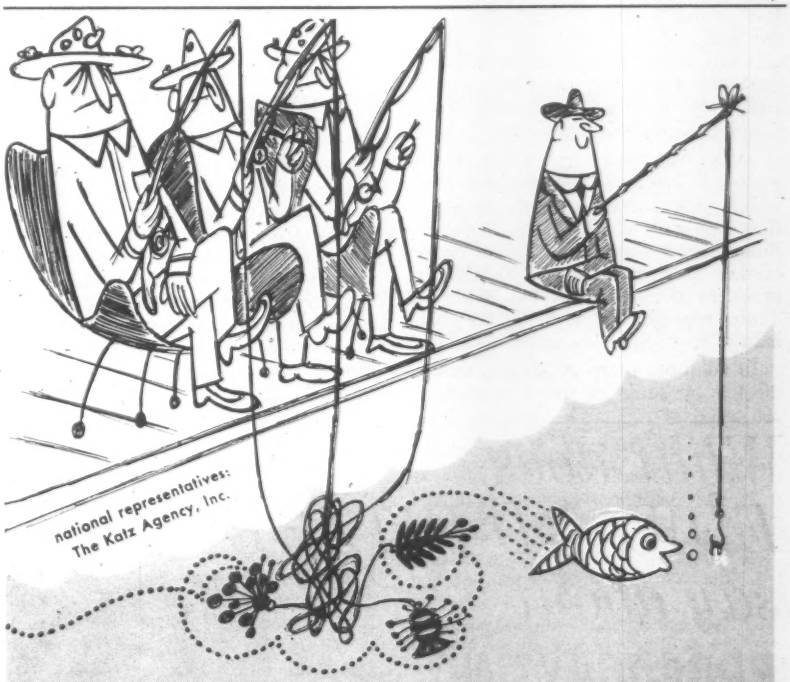
Retained in the White House is an Office of Emergency Planning, which will handle planning and coordination. Frank B. Ellis, present OCDM director, is scheduled to head this office. He will retain his present responsibilities for telecommunications and censorship.

The President's executive order becomes effective August 1.

WOOD-TV circumventing FCC, charges WILX-TV

An "emergency" plea that the FCC prevent WOOD-TV Grand Rapids, Mich., from dismantling its tv tower site north of that city was entered last week by WILX-TV Onandaga, Mich., which had protested WOOD-TV's original move of its tower to the south. The case was carried to the U. S. Court of Appeals, which found the FCC had erred in permitting the move because this left some areas without tv coverage (BROADCASTING, July 17).

Four days after the court remanded the case to the commission, WILX-TV claimed, WOOD-TV started to dismantle its northern site. WILX-TV charged this action was an attempt of the Grand Rapids station to foil the FCC, since that agency could not order a tower re-erected in just a few days.



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DAYTIMERS ASK INTERFERENCE TEST

Livesay suggests trial after hostile Hill questioning

Daytime am stations received little encouragement last week that Congress would be any more sympathetic this year than in the past to their request for permission to extend their broadcast hours.

The House Communications Subcommittee held a three-day hearing on legislation to permit daytimers to broadcast from 6 a.m. to 6 p.m. regardless of the hours of sunrise and sunset. But at the hearing's conclusion, even the author of one of the seven identical bills under consideration privately conceded that the votes for sending legislation to the parent Commerce Committee weren't available.

As in the past, opposition to the proposal was expressed by the FCC, which was represented by James E. Barr, assistant chief of the Broadcast Bureau; and the Clear Channel Broadcasting Service. John H. DeWitt Jr., president of WSM-AM-TV Nashville, Tenn., represented the CCBS as chairman of its engineering committee.

In addition, sharp opposition was indicated by some of the subcommittee members who subjected J. Ray Livesay, board chairman of the Daytime Broadcasters Assn. and the only witness appearing in behalf of the legislation, to rugged questioning.

More Loss Than Gain ▪ The FCC and CCBS statements argued that the interference caused unlimited-time stations by daytimers operating during nighttime hours would far outweigh the additional service daytimers could render their local areas. About half the 3,700 am stations are daytime-only.

They also maintained the proposed legislation would conflict with U. S. international agreements involving broadcasting. The FCC said the North American Regional Broadcasting Agreement and a bi-lateral agreement with Mexico are predicated on present U. S. regulations involving daytime-only broadcasting.

The CCBS even felt the hours of future daytime stations should be restricted more than present daytimers, since already the "present operation . . . causes objectionable interference during post-sunrise and pre-sunset hours."

The CCBS had its own recommendation for improving nighttime service to rural areas—increase the operating power of clear-channel stations above the presently authorized 50 kw.

Mr. Livesay, the owner of WLBH Mattoon, Ill., argued that, in opposing the legislation, the FCC is "putting too much reliance" on engineering data and not enough on the radio-programming needs of local areas which, he said, are best served by local stations.

The subcommittee's two California members, Rep. J. Arthur Younger (R) and John E. Moss (D) took a dim view of Mr. Livesay's arguments. Rep. Younger said the DBA representative is, in effect, "accusing the FCC of making prejudicial decisions."

If the FCC is acting in such a manner, he went on, "it's a matter for congressional investigation. But it's not Congress' function" to direct the commission to take actions contrary to decisions that are based on engineering studies.

Moss Repeats ▪ Rep. Moss, taking a similar line, said Mr. Livesay is asking the subcommittee "to substitute a political judgment for an engineering judgment where these [daytime] stations are concerned." He indicated he is not ready to disregard the FCC's recommendations.

After a few minutes of this double-barreled treatment, Mr. Livesay retreated to a request that the subcommittee recommend "a fair and inclusive test" to determine whether daytimers broadcasting 6 a.m. to 6 p.m. during the winter would create serious interference to unlimited-time stations.

And he readily endorsed a suggestion that the proposed legislation be amended to provide for a temporary, 1-year extension of daytimers' hours.

Moline ch. 8 parties charge FCC inconsistent

In the face of three recent FCC decisions stressing the importance of surveying local program needs, the commission's announced plan to grant ch. 8 Moline, Ill., to Moline Tv Corp. is "wholly incredible" if the agency understood the record, three other ch. 8 applicants charged last week.

Citing (1) the decision denying an Elizabeth, N. J., fm application (BROADCASTING, July 3), (2) the revised program forms and (3) the FCC policy statement in the KORD Pasco, Wash., case (BROADCASTING, July 3), the three applicants said: "It would seem abundantly clear that the most clear-cut and emphatic" of the FCC's current policies is the requirement that local program needs be determined.

Yet, the petitioners charged, the commission has proposed to grant ch. 8 to

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

Moline tv, the only one of five applicants which made no effort to determine local program needs. The record is clear that Moline deliberately adopted such a policy and that its president, Frank P. Schreiber, described such local surveys as "worthless" and "eyewash," Community Telecasting Corp., Midland Broadcasting Co. and Illiway Tv Inc. said.

Staff instructions proposing a grant to Moline tv were issued by the commission June 29 (BROADCASTING, July 3)—the same day the Elizabeth fm application was denied. An initial decision had favored a grant to Community. The fifth applicant for the channel is Tel-View News Inc.

From the Chairman ▪ The petitioners pointed out that FCC Chairman Newton N. Minow has "repeatedly emphasized" that applicants must determine local program needs and has been given wide publicity in his statements. They asked that these statements and the commission's three recent decisions be compared with the lack of knowledge by Moline principals of local needs and local civic, religious and educational leaders.

"Petitioners sincerely believe that when the commission . . . adopts two decisions and a rulemaking proposal which cannot be squared with a grant to Moline Tv, it is obvious that the instructions in this case were issued without a full understanding of the record evidence," the applicants said. Therefore, they pleaded, a reargument of the case is necessary prior to a final grant to protect all the parties involved.

If the commission did understand the record when the instructions were given, Illiway, Community and Midland said, only one other conclusion is possible—"That the vote was not based on the record evidence but upon a distortion of the evidence and the commission's established criteria in a fashion that justice could not condone."

Since Moline Tv did not make a survey of local needs, its programming plans are skeletal in nature and the type proposal "that any communications lawyer could draft, singlehanded, without ever having seen the community involved," the petitioners charged. They pointed out that the examiner described Moline's proposals as leaving "much to conjecture."

EQUIPMENT & ENGINEERING

STEREO'S FUTURE PROGNOSTICATED

It's seen as potentially bright if handled properly

The fall market potential in fm stereo receivers and color tv sets captured the attention of the annual convention of the National Assn. of Music Merchants in Chicago last week. The 60-year old national trade show attracted over 10,000 retail buyers who placed orders for everything musical from church organs, pianos and miscellaneous musical gear to G. LeBlanc Corp.'s e-flat flugelhorn.

Several speakers, including FCC Comr. Robert E. Lee, sounded warnings that fm stereo could die aborning if manufacturers failed to build sufficient quality into their product equal to the transmission standards and the public's present high expectations for fm.

Both major and minor manufacturers and marketers of radio-tv sets, phonographs and tape recorders exhibited at the music show. Japanese and German importers, sprinkled through last year's show, made a heavy impression this year, including Sony's tiny portable television set (BROADCASTING, July 10).

Especially noticed were import models of transistorized am-fm pocket radios and small am-fm portables, many in the $69-79 range and some to be sold by U.S. manufacturers under their own brand names. The big console lines stressed the growing trend to fine furniture. RCA introduced its new fm stereo adapter to sell for $29.95 which will fit all its line of phonograph consoles with am-fm tuners that were introduced earlier this year and most models introduced in recent previous years.

Color-tv interest was stimulated by reports of still more entries in the color manufacturing and marketing field, including Sylvania's announcement early in the week and fall introductions planned by Delmonico International (using Japanese chassis with RCA picture tube), and Canada's Dominion Electrohome Industries Ltd. (using RCA chassis, tube). Latter intends to invade U. S. market with high-priced cabinet line.

Observers at the show felt that by next year every console radio or phonograph would have fm stereo and that within the next two to three years nearly every table model radio would be an am-fm combination set. The emphasis appeared to be on the surge of promotion and interest in fm and how it could be made profitable.

The show talk on "fm stereo" (the

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Go with Day-Glo

ABC engineers call a two-year experiment in paint on the WABC New York transmitter in Lodi, N. J., an "unqualified success," both in terms of airplane safety and cost. In 1959, ABC received FCC approval to paint the uppermost 100 feet of the 650-foot transmitter with special Day-Glo orange fluorescent paint. No sign of wear has been detected, while the remainder of the tower, painted with standard paint, will soon require repainting. Though special FCC approval is required, Frank Marx, ABC vice president in charge of engineering, has recommended the use of Day-Glo to ABC Radio affiliates. (Day-Glo is a product of Switzer Bros. Inc., Cleveland.)

term now preferred, with "multiplex" to be omitted to avoid further confusing the public) was spurred by demonstration broadcasts by WKFM (FM) Chicago and Zenith's WEFM (FM) there as well as by a symposium sponsored by Electronic Industries Assn. which featured FCC Comr. Lee and John F. Meagher, NAB's vice president for radio. EIA also introduced its new mass-distribution booklet on fm stereo which contains a brief introduction by FCC Chairman Newton Minow.

"A serious word of caution is very well in order to this particular group," Comr. Lee said. "The commission is requiring the stations broadcasting this new technique to adhere to very high standards in order to provide the public with the type of service that they are entitled to expect from this new and probably relatively expensive equipment.

"All of this will go to naught if the receiving equipment does not match those high standards," Comr. Lee said. He hoped the "heat of competition will not result in killing the goose that will lay a beautiful golden egg."

As for proposals to advance some form of stereo broadcasting in the regular am radio band, Comr. Lee let it be known he does not favor any such idea. It would take years of study and the frequency is inappropriate, he said, and "to put it bluntly, I can certainly say that I for one am in no mood to even study let alone approve stereo in the am band. I believe it would be contrary to the public interest if the term stereo were to be attached to less than high audio quality."

Mr. Meagher reported on NAB's survey of station fm stereo plans (see page 34).

HARRINGTON, RIGHTER & PARSONS, INC.,
national representatives

GE develops fm unit for news gathering

General Electric Co., Lynchburg, Va., today (Monday) is announcing the availability of a new personal portable two-way radio that can be used to cover news and special events. It is described as the smallest, lightest and most compact vhf-fm man-carried communications unit to be marketed to date with transmitter and receiver in a single case.

The sets will be manufactured for high band frequencies (132-174 mc) with 1 kw transmitter RF power output. Called the Voice Commander, the new unit is 9.5 inches high, 5.3 inches wide and 1.7 inches deep. It weighs slightly more than four pounds. More information is available by writing to the company.

RCA sales, earnings up for second 1961 quarter

RCA's second quarter earnings rose 10% above the 1960 quarter on a sales increase of 4%, the company announced Friday (July 21).

Profits after federal income taxes amounted to $5.6 million during the second quarter, compared with $5.1 million in the 1960 quarter. Sales of products and services reached a second-quarter record of $360.1 million, compared with $345.8 million in the like period a year ago. Earnings per share of common stock were 29 cents, the same as a year ago.

In the first half of 1961, RCA sales totaled $721.8 million compared with $707 million in the corresponding 1960 period. Profits after taxes were $17.7 million, compared with $18.1 million during last year's first half. Per share earnings amounted to 97 cents, as against $1.14 on a smaller number of shares outstanding in 1960.

Technical topics...

U. S. rep ▪ The English Electric Valve Co. Ltd., Chelmsford, England, has appointed Calvert Electronics, N. Y., as U. S. distributor for all its products other than television camera tubes.

Fm stereo exhibit ▪ Manufacturers of high fidelity components will show new fm stereo equipment to the public at the New York High Fidelity Music Show Sept. 13-17 at the Trade Show Bldg. It will be among the first exhibits of such equipment since the FCC's approval last April of the General Electric-Zenith system of fm stereo broadcasting. More than $6 million worth of hi-fi components will be exhibited.

RCA awarded government contract ▪ RCA received a $423,967 government contract last week to study ways of minimizing radio frequency interference problems. RCA's aerospace communications and controls division, defense electronic products, will handle the research and development contract which comes under the U. S. Dept. of Defense radio frequency compatibility program. A feasibility study will be made by RCA to evaluate the compatibility of electronic equipment in specified electromagnet environments.

Closing down ▪ Sylvania Electric Products Inc. will discontinue operations at its receiving tube plant in Shawnee, Okla., by the end of the year. The company said the closing was forced by a number of economic factors including reduced demand for receiving tubes because of increased use of semi-conductor devices in electronic equipment. Sylvania, which is a subsidiary of General Telephone & Electronics Corp., also operates receiving tube plants in Emporium, Brookville and Altoona, Pa., and in Burlington, Iowa.

Three new additions ▪ The development of three additional all-glass base novar receiving tubes was announced last week by RCA. The tubes, with a pin-circle diameter of 0.687 of an inch, are the RCA-6BC3, RCA-17BH3 and RCA-22BH3.

General Artists to be Desilu sales agent

ARNAZ BLAMES WGA STRIKE FOR LOWER NET PROFIT

General Artists Corp. has become network sales agent for Desilu Productions, Desilu president Desi Arnaz announced Tuesday (July 18) at the annual stockholders meeting of the tv program organization. Expressing the feeling that "the sales staff for our new and residual product should be more closely alligned to the market, the networks, potential sponsors of tv shows and the advertising agencies who recommend such sponsorship to their major accounts," Mr. Arnaz said that leaving that end of the business up to GAC "will enable us to properly concentrate on the most important jobs of creativity and programming."

GAC is expected to announce today (July 24) that producer Don Sharpe, who has been closely allied with Desi Arnaz on various tv productions, will join GAC in a top television capacity. GAC has scheduled a reception in New York today to introduce Mr. Sharpe and announce details of his new assignment.

Mr. Arnaz touched briefly on the net profits after taxes of $319,146 for the fiscal year ended April 29, 1961, equal to 28 cents a share, contrasted to 70 cents a share earnings for the previous year, already covered in his letter to stockholders in the annual report. What happened, he explained, was the strike of the Writers Guild of America which tied up tv production for the first half of 1960, increased operating costs as a result of new union contracts, write-offs of development costs of new tv shows not yet sold and a substantial reduction in the production of syndicated shows.

Ready for Quality ▪ Turning to the future, he said that the public is ready for quality programming like *Playhouse 90, I Love Lucy* and other programs of the kind that made tv great ("unfortunately not what we've had in the past couple of years") and he pledged that Desilu is ready to provide this kind of program fare. The company's board passed the regular quarterly dividend of 15 cents a share in May, he said, because "Desilu's management team feels that the assets of the company, including its available cash, should be utilized to the greatest possible extent at this time to create top quality entertainment. . . ."

Fewer Pilots ▪ Last season Desilu made only two pilots in place of the usual six or eight, Mr. Arnaz reported, because of the unsettled state of the market. *The Untouchables* has been renewed for another season on ABC-TV and a minimum of 10 story properties are being readied for pilot production, he said.

New Areas ▪ Desilu is also "seriously considering setting up its own foreign and domestic distribution organization," Mr. Arnaz told the stockholders. The company has a substantial backlog of programs ready for residual use but has been holding back waiting for the world market to develop.

Pay tv, which he said "is just around the corner for millions of tv viewers," offers special advantages to Desilu, which, with its three studios and 35

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

July 24-28, 31, Aug. 1-2 (10:30-11 a.m.) **Play Your Hunch,** part.

July 24-28, 31, Aug. 1-2 (11-11:30 a.m.) **The Price Is Right,** part.

July 24-28, 31, Aug. 1-2 (12:30-12:55 p.m.) **It Could Be You,** part.

July 24-28, 31, Aug. 1-2 (2-2:30 p.m.) **The Jan Murray Show,** part.

July 24-28, 31, Aug. 1-2 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

July 24, 31 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

July 26, Aug. 2 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kummel.

July 26, Aug. 2 (10-10:30 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.

July 27 (9:30-10 p.m.) **Great Ghost Tales,** Ford through J. Walter Thompson.

July 28 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

July 29 (9:30-10 a.m.) **Pip The Piper.** General Mills through Dancer-Fitzgerald-Sample.

July 29 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

July 29 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

July 29 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

July 30 (6-6:30 p.m.) **Meet the Press,** co-op.

July 30 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

July 30 (9-10 p.m.) **The NBC Mystery Theatre,** Dumas-Milner through Gordon Best.

July 31 (2:45 p.m. to conclusion) **31st All-Star Baseball Game,** Gillette through Maxon, Chrysler through Leo Burnett.

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WSLS-FM, Roanoke, Virginia

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Corinthian stations to continue 'Doerfer Plan'

The Corinthian tv stations next fall will continue with public-affairs "Doerfer-Plan" programs in prime time although CBS-TV, with which the stations are affiliated, apparently will discontinue the practice of turning back a half-hour of option time on a once-a-month basis. CBS-TV's reasoning appears to be tied in with its plan to expand public-affairs programming on the network.

In Doerfer Plan programming, toward which all three tv networks have subscribed the past season, a half-hour goes back about every third or fourth week to stations to showcase a local public-affairs effort.

Prior to the CBS-TV affiliates meeting last spring, it's generally known, the network made a check among affiliates on whether they wished to have the once-a-month half-hour again in the coming season.

The Corinthian decision apparently stems from C. Wrede Petersmeyer's request of the five owned stations in late May that they let him know of their reactions to his belief that the stations ought to continue to produce half-hour public affairs shows and these be worked into a regular, once-per-month scheduling.

As it has been worked out, the stations will schedule their shows in prime time, preempting a network program (or syndicated program in some cases), but probably at different times each month to avoid preempting any one advertiser more than once in a season.

In the past season, CBS-TV turned back to stations a half-hour (Thursdays, 10:30-11 p.m.) once each month but in the 1961-62 period plans to provide an hour-long *CBS Reports* each week.

Peak Periods ▪ It's reported that the stations polled by Mr. Petersmeyer, who is president of Corinthian, have indicated they may consider spotting many of the shows in the peak viewing periods (8-10:30 p.m.).

Corinthian feels that continued local production of these shows will prove to be worth the effort, particularly because of the stations' past experience. Mr. Petersmeyer, for example, has pointed to the fact that this type of programming in prime time has been stimulating to the stations' staffs and desirable to the stations, to tv as a medium and to the communities of which the stations are important parts.

The Corinthian analysis of the situation:

▪ The stations as a group have had a "living laboratory" in which they've been able to test their abilities to showcase ambitious local program efforts.

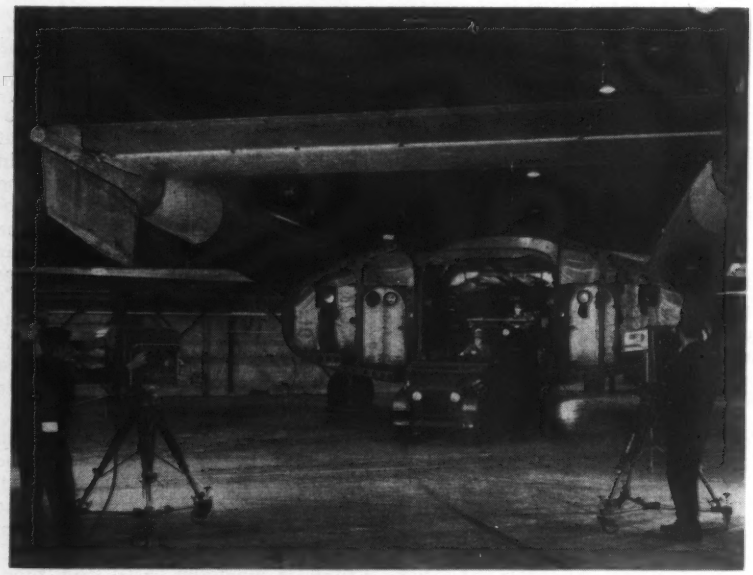
▪ They've found that stations have access to a wealth of source material.

▪ That the stations can often get the quality as well as quantity necessary in such programming.

▪ That manpower can be made available at most stations but that management must give this particular area a chance to develop.

It's apparent also that Corinthian is thinking of the prime-time public-affairs programming in still another light: by moving the show around the schedule from month to month it will enable the station to pick its competitive slot (as against network shows). This advantage would be to build the audience and also make such a series more saleable.

But primarily the Corinthian goal is to produce results in the area, enhancing the stations' standing within the community. Corinthian stations are KHOU-TV Houston, WANE-TV Fort Wayne, WISH-TV Indianapolis, KOTV (TV) Tulsa and KXTV (TV) Sacramento.



One of KHOU-TV Houston's efforts this year demonstrated battle tactics unloading procedure in 'The Ellington Field Story.'

sound stages, will be able to provide pay tv with the vast amount of programming it will require. The profit potentials, he stated, "are staggering."

Film sales...

The Passing Parade (MGM-TV): Sold to WPIX (TV) New York. Now on 22 stations.

Consult Dr. Brothers (ABC Films): Sold to KPTV (TV) Portland; KOB-TV Albuquerque; WGAL-TV Lancaster, Pa.; KXLY-TV Spokane; KTAR-TV Phoenix; KMJ-TV Fresno, and KGUN-TV Tucson. Now in 42 markets.

Deputy Dawg (CBS Films): Renewed by H. W. Lay Co., Atlanta, for second year in 46 southeastern markets and Metropolitan Broadcasting for WNEW-TV New York; WTTG (TV) Washington, D. C.; WTVH (TV) Peoria, Ill.; KOVR (TV) Stockton, Calif., and WTVP (TV) Decatur, Ill. Now in 58 markets.

Films of the 50's Vol. II (Seven Arts Associated): Sold to KGW-TV Portland; KREM-TV Spokane, and KOGO-TV San Diego. Now in 32 markets.

Films of the 50's Vol. I (Seven Arts Associated): Sold to WGAL-TV Lancaster; KTBC-TV Austin, and KRGV-TV Weslaco, Tex. Now in 98 markets.

$9.3 million CBS football pact held illegal

OTHER PLANS SEEN ENDANGERED BY JUDGE'S RULING

U.S. District Court Judge Allan K. Grim ruled in Philadelphia last week that the National Football League's record $9.3 million, two-year "package plan" contract with CBS-TV (BROADCASTING, May 1) violates a decision he handed down Dec. 12, 1953, and therefore is in violation of the antitrust laws.

The Dept. of Justice questioned the legality of the new NFL-CBS deal which gave the network the right to telecast the 98-game schedule of the league's 14 teams. It was in response to this opposition that Judge Grim made his decision.

Under the terms of the NFL-CBS contract, each of the league's teams would receive for its rights slightly more than $332,000 this year and next. In 1960 the 13 teams of that time negotiated individually, and the result was an unbalanced distribution of finances ranging from $75,000 to the Western Division champion Green Bay Packers to more than $225,000 to the Pittsburgh Steelers, an "also ran" team in the Eastern Division.

Rival Package ▪ The rival American Football League, operating an eight-team league in its first season last year, has a five year, $11 million package plan with ABC-TV. Judge Grim did not refer to this agreement.

"By this agreement (selling of the pooled television rights in a package)," the ruling said, "the member clubs . . . have eliminated competition among themselves in the sale of television rights to their games.

"Clearly, this restricts the individual clubs from determining from which areas the telecasts of their games may be made, since the defendents [the NFL] have by their contract given to CBS the power to determine which games shall be telecast and where."

NFL Comment ▪ Pete Rozelle, National Football Commissioner, attacked the ruling in a statement:

"This decision will have far-reaching effect on televised sports events. The National Football League contract is the same type that has been employed by other sports leagues and heretofore has gone unchallenged. (Mr. Rozelle was alluding to the AFL "package" and a similar one between the National Basketball League and NBC-TV).

"I am keenly disappointed with this decision, and we are consulting our attorneys as to the possible future course of action."

Network Silent ▪ CBS refused to comment on the action pending a study of the various legal aspects.

How powerful is the television aspect of pro football? Commissioner Joe Foss of the American Football League said earlier this year that his fledgling league exists solely as a result of its contract with ABC-TV. "Pro football, he said, "survived without television, but the sport's period of expansion, solvency and growth is directly equated to its entrance into the field of television."

Not affected by Judge Grim's ruling are the NFL championship game and runner-up game rights which were plucked off earlier this year by NBC-TV in a $1.23 million, two-year pact.

Cochran makes choice

The decision facing CBS-TV newscaster Ron Cochran was whether to remain a member of the network's news department, or quit and become a performer. Mr. Cochran chose the latter alternative last week. Beginning Oct. 11, he will be host-narrator for CBS-TV's *Armstrong Circle Theatre*, a documentary series which will be starting its 11th consecutive season on the air. Mr. Cochran replaces another CBS-TV newscaster, Douglas Edwards, who left the show last season after 10 years.

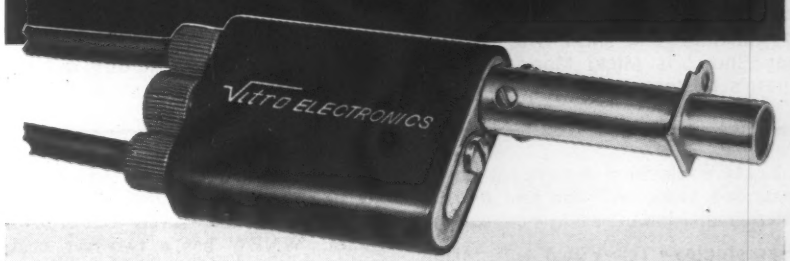
The network's rule forbidding members of the news department to appear on non-CBS news shows brought about his resignation.

Program notes...

Jungle series ▪ Banner Films Inc., New York, has acquired world-wide distribution rights to the *Jungle Girl* series from the estate of Edgar Rice Burroughs. Produced by Republic Pictures, the 15-episode series includes one segment running 28 minutes. Others are 18 minutes apiece.

New GAC division ▪ Preminger-Stuart-Feins Agency, personal representative of writers, directors, producers and other creative behind-the-camera personnel, on July 31 becomes the literary division of General Artists Corp. The entire personnel of P-S-F, headed by Ingo Preminger and including Malcolm Stuart, Bernard Feins and Sam Adams, will join GAC. Martin Shapiro, active

SELF-NORMALLING JACK
NEMS-CLARKE TYPE 999*



This self-normalling jack is for use in applications where a "normal-through" condition is known to be of a semi-permanent nature. It accepts a Nems-Clarke 966-A or 967 series patch cord plug for sampling or temporary re-routing. So used, the rear jack connection is automatically terminated to 70 or 50 ohm impedance. Removal of plug or patch card automatically restores "normal-through" condition. VSWR of less than 1.25:1 at frequencies up to 260 mc. is guaranteed. Minimum interload capacitance is achieved by wide electrical separation of parallel conductors, bringing the figure well below 60 db down at 260 mc.

*Patent applied for.

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Game shows making strong comeback

FORMAT GAINS POPULARITY DESPITE STRINGENT NETWORK CONTROLS

"Game shows," the tv baby that almost went out with the bath water when the quiz scandals broke two years ago, are on the rise again. But they're being scheduled primarily in daytime, and precautions are being taken by the networks to police the programs and keep merchandise and money prizes at comparatively modest levels.

A check by BROADCASTING last week showed the following:

▪ CBS-TV, which dropped all game programs in the wake of the television quiz scandals in the winter of 1959, is back in the field in a substantial way with four daytime programs—*Your Surprise Package, Double Exposure, Video Village* and *Face the Facts* (with a Saturday-only version of *Video Village*, aimed at the children's audience, to start shortly).

▪ ABC-TV, which had utilized few game programs up to 1959, currently carries five—*Camouflage, Seven Keys, Number, Please, Who Do You Trust* and *Queen For a Day*.

NBC-TV continued to schedule a full complement of game programs even after the quiz scandals but, a spokesman pointed out, controls at the network level are stringent to eliminate any possible criticism.

NBC-TV now schedules *Concentration, The Price Is Right, Say When, It Could Be You, Play Your Hunch, Truth Or Consequences* and *The Jan Murray Show*, with *Price* and *Concentration* also seen in nighttime versions once a week.

Network officials stressed there is a distinct difference between a game show (which offers merchandise or money to a contestant who participates in a game), a quiz program (which usually offers large sums of money for the right answers), and a panel show (which spotlights the panel, rather than the contestant). They added that game programs never were tainted in any way but that CBS-TV and ABC-TV became reluctant to schedule them because of the climate of opinion which evolved from the quiz scandals.

Networks also were sensitive to criticism which charged that they did not control the acquisition and distribution of merchandise and the length of the "plugs" for products offered on the programs. Shortly after the quiz scandals, the networks established units to "police" programs that offered prizes. Control was asserted by the networks in these ways:

▪ They now acquire the merchandise themselves, either directly from manufacturers or through a so-called prize agency and direct the distribution of merchandise to winning contestants. This move was aimed at eliminating criticism that the producer and/or the prize agency kept duplicate prizes for

Assisting star Jan Murray on his NBC-TV daytime game show, 'The Jan Murray Show,' is Micki Marlo, the program's hostess.

Monty Hall and Eileen Barton are the personalities on CBS-TV's 'Video Village' daytime game show, which will add a Saturday children's version.

in GAC's television department for the past two years, will also join the new literary division.

New studios ▪ Tele-Visual Aids, Miami, has opened a new 500-square-foot studio, complete with sound stage, sound control room and editing facilities. The firm specializes in audio-visual services for television, industry and education. It is headed by Bernard Blynder, president.

Giant schedule ▪ Metropolitan Broadcasting's WNEW New York will carry the complete 19-game schedule of the New York football Giants this fall. A lineup of four sponsors is expected to be announced shortly. The station's exclusive New York area radio coverage will begin Aug. 12, the first of five preseason games. The regular schedule includes seven home games which will not be covered by local tv (WCBS-TV New York) and seven out-of-town games. WNEW has a two-year deal, with options, with the pro-football team. Announcers will be Joe Hasel, sports editor of WNEW, and Al DeRogatis, former Giants' player.

1962-63 entry ▪ Screen Gems Inc. reports that Clarence Greene and Russell Rouse, who produced *Tightrope* for SG, are preparing a new half-hour tv film program, *The Seekers*, for the 1962-63 season. The series will depict the adventures encountered by a group of scientists undertaking the solution of problems which their clients cannot solve.

Opening for business ▪ Taynod Productions, N. Y., has been formed by Sherril Taylor and Jory Nordland as a tv program packaging and production company. New York office will be established in September at 330 E. 46th St. The company will produce half-hour *Kuklapolitans*, which have been scheduled for NBC-TV next fall, and is preparing another half-hour tape show, *Dear Abby*, featuring lovelorn columnist Abigail Van Buren. Other offices will be opened in Chicago and Los Angeles. Mr. Taylor formerly was radio-tv senior group supervisor with J. Walter Thompson Co., Chicago; Mr. Nordland has been a radio-tv producer with various companies.

First series ▪ Project III Enterprises, N. Y., independent tv production firm, is planning its first series, *All That Jazz*, hour-long situation comedy to be fi-

themselves. Networks claim they buy the prizes but receive a reduced rate because of a modified "plug."

▪ The plug itself, in conformity with Section 317 of the Communications Act, is brief and devoid of descriptive phrases.

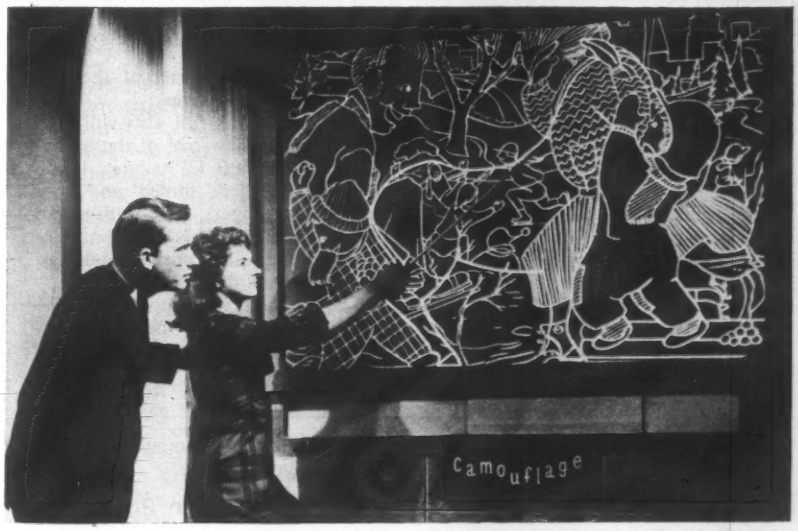
▪ Network staffers work closely together with the outside producer on selection of contestants, devising of questions and in program production coordination.

▪ Producers sign warrants that they will not reveal the questions to any contestants or 'rig' the programs in any way.

Jerry Hammer, president of Jerry Hammer Productions, which packages ABC-TV's *Camouflage,* agrees with network officials when they say that game shows will not over-run the schedules in the future but will nevertheless play an important role. He points out that the programs which have come on the air in the past five or six months all have stressed "visual appeal, fun and entertainment, rather than big prizes, which were more common two years ago." There must be an element of participation in the games by the home audience as well as the contestant and the studio audience, Mr. Hammer asserts.

'Program Balance' ▪ Mr. Hammer believes that game programs supply a balance to daytime schedules, providing the audience with a varied diet—dramatic serials, off-network programs as well as game shows. Their acceptance by the audience, he said, is verified by the ratings, with *Camouflage* tuned in each day by more than 3 million homes.

Network officials supported Mr. Hammer's view on program balance. Larry White, vice president and director of daytime programs for CBS-TV, stressed that this consideration was the crucial one in persuading the network to place "Video Village" on the schedule last summer and to add the three other game programs in the spring of this year.



Host Don Morrow assists a contestant on 'Camouflage,' one of ABC-TV's recently-instituted game shows, which is based upon the indentification of objects hidden with a camouflage drawing.

Robert Aaron, director of NBC-TV's daytime programs, expressed the view that the network's daytime lineup, which includes seven game shows each morning and early afternoon, followed by daytime serials and re-runs of popular network shows, achieves a "program balance and variety that will appeal to a wide segment of our viewers, mainly women."

Producers of game shows feel there is a growing market for their productions abroad, and claim the outlook is bright right now in Canada. Screen Gems Inc. recently sold a game program, *Showdown,* to CTV, the new Canadian network, and SG has engaged producers Alfred Crown and Dan Enright to create new game shows and other programs for the company. A second SG game entry also is headed for showing in Canada next fall.

The bright picture in game shows was dampened by a warning from an official of a leading prize agency who told BROADCASTING:

"Now that game programs are coming back, a few of the 'prize guys' who operated freely a few years ago are coming 'out of the woodwork.' Though networks have tightened their controls considerably, there are still some ways by which people can make a quick buck. The networks must be ever vigilant and guard against doing any business with merchandisers with dubious reputations."

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nanced and distributed by MGM-TV. Project III plans to deliver three hour-long series and three half-hour series during the next tv season.

Fargo color ▪ NBC-TV has added *Tales of Wells Fargo* to its schedule of color programs for the 1961-62 season. The program, produced at Revue Studios, is entering its fifth season on television. In addition, it is being lengthened to an hour and will introduce five additional characters to be featured with Dale Robertson, the series' star.

OCDM show ▪ Stations desiring *Retrospect,* film series offered by the Office of Civil and Defense Mobilization, may be in for a short wait. The popular series, offered eight weeks ago by OCDM's radio-tv division, already has had in excess of 200 requests. The program, with CBS-TV's Douglas Edwards as host, features such famous newsreel footage as the Berlin Airlift, Cuba in Turmoil, Pearl Harbor and documentaries on Churchill, Mussolini, Gandhi, and baseball and movie stars. Prints are furnished free but stations are required to carry the complete series of 13 programs.

New Ford show ▪ Tennessee Ernie Ford, whose program was sponsored by Ford Div., Ford Motor Co. on NBC-TV, will star in a daily daytime program on ABC-TV in 1962, according to Giraud Chester, ABC vice president in charge of tv daytime programming. *The Tennessee Ernie Ford Show,* half-hour musical variety program to be broadcast at a daytime hour to be announced, may originate from KGO-TV San Francisco. The program will be produced for ABC-TV by Betford Corp.

ETV series ▪ Mark Damen, special projects producer for WQED (TV), Pittsburgh's etv station, will visit every European country except Spain, producing a five-program series, *Of Sixes and Sevens.* The series, a study of the European economic community, will be distributed nationally by National Educational Television.

'Street' sales ▪ Public Affairs Radio Inc., N. Y., received orders from 10 stations for its daily two-and-one-half minute business and financial news feature, *This is Wall Street.* Stations and sponsors, all member firms of the New York Stock Exchange, include: KABL San Francisco, Kidder, Peabody; WPAT New York, Hayden, Stone; WNAC Boston, Goodbody; WBRK Pittsfield,

Advisory council guides programming

The Community Advisory Council of WBAL-AM-FM-TV Baltimore, established last September to help the station produce programming more suited to the community needs, is showing its teeth.

Results of the council's efforts will become reality this September when the station presents "Minus 1,000,000," the first of nine monthly documentaries. This particular one deals with teenagers who drop out of high school prior to graduation. The documentaries, in varying lengths according to subject, are part of the station's *Perspective* series.

WBAL-TV this fall also will present a weekly newsreel of the activities of the youth in its area to be prepared, written, filmed and presented by teenagers. The station also will present a weekly program featuring outstanding musical and dramatic talent.

The council is composed of 14 prominent civic, religious and educational leaders in the station's coverage area.

Mass., Goodbody; WHEC Rochester, N. Y., Bonbright; WHYS Ocala, Fla., A. M. Kidder; WLBZ Bangor, Me., Hornblower & Weeks; WLOL Minneapolis, Paine, Webber, Jackson & Curtis; KFMK Houston, E. F. Hutton, and KDAL Duluth, Minn., Paine, Webber, Jackson & Curtis.

Time change ▪ *WCBS-TV Views the Press,* the New York station's weekly program featuring an analysis of newspapers, will shift to Saturdays at 7:15-7:30 p.m. NYT, beginning July 29. It will stay in that time period until the end of September when the 15-minute series returns to its regular time, 3:45 p.m. Sundays.

UAA films sold in 20 markets

The *A-OKAY's from UAA,* in their first twenty days of television release, have been sold in 20 markets, together representing a gross volume of over $1 million, United Artists Assoc. reports.

Markets buying the 32 United Artists features in the past week include Buffalo, Providence, Philadelphia, St. Louis, Denver and Phoenix.

Films include *Twelve Angry Men, Paths of Glory,* and *Paris Holiday.*

New bowling league aims for television coverage

The new National Bowling League, which will feature a regular schedule of inter-city matches commencing in October, is aiming for tv exposure. According to the NBL's Los Angeles office (1239 North Highland Ave.), Sports Network of New York has been commissioned to make a television pilot of the league's first exhibition match inside a league stadium at Kansas City today (July 24).

League Commissioner Dick Charles said that sportscaster Chick Hearn will handle the commentary, Douglas Laurence will produce the pilot and Phil Shuken will write.

Ten cities, including New York and Los Angeles, will have franchises in the NBL, which envisions a structure comparable to professional football and baseball leagues. League is to meet five nights a week for 26 weeks starting Oct. 13.

Mr. Charles said that several networks and sponsors have expressed an interest in the new NBL and that he had a goal of "well over 100 tv stations by the end of the first playing season."

Mr. Charles headquarters in the Curtis Bldg., 2301 North Akard St., Dallas, Tex.

INTERNATIONAL

ABC INTERNATIONAL INVADES PANAMA

Will assist local company in building tv station

ABC International's next tv station affiliation in Latin America will be in Panama City. An agreement between ABC International and Televisora Nacional, S.A., announced Wednesday (July 18), calls for the latter to construct the new station, with assistance from ABC. Televisora is assigned channels 2 and 6 for coverage throughout Panama, where current tv set circulation is said to exceed 25,000.

In addition to engineering, financial and administrative assistance, ABC will also act as program purchasing agent and sales representative for the Panama station, which is expected to start operations by the end of 1961. ABC International's other Latin American affiliations are the five-station VeneVision Network in Venezuela; Buenos Aires, Argentina; Guatemala City, Guatemala; San Jose, Costa Rica; San Salvador, El Salvador; Tegucigalpa, Honduras; Managua, Nicaragua, and Guayaquil, Ecuador. Elsewhere, ABC is affiliated with tv stations in Adelaide and Brisbane, Australia, and with a new station under construction in Beirut, Lebanon.

Pro football on pay tv

Trans Canada Telemeter, franchiseholder for the Telemeter pay tv system, will present the second of two preseason football games of the Toronto Argonauts Aug. 2, at a cost of $1.50 to each of the 5,800 subscribers electing to watch it. The first game was seen last Thursday (July 20).

Both games originate from the Canadian National Exhibition Stadium in Toronto.

German tv set sales drop

West German television set manufacturers have announced a cut back in production, because of large inventories at all levels. Figures for May 1961 reveal a decrease of 38,000 units compared with a corresponding period in 1960.

Radio production spiraled by some

72,000 units, a factor not related to the television situation, it was reported. A general saturation of the German markets and the start of adverse trends in the export fields were listed as contributors to the tv set decline.

Product comparisons ruled out by ITA

The British Advertising Assn. has recommended that manufacturers be allowed freedom to explain specific product advantages in television advertising. The recommendation was made after a recent ruling by Independent Television Authority that comparisons be stopped.

The BAA holds that product comparison is a strong selling point. The association also informed the Pilkington Committee (a committee established by the British Postmaster General to make an intensive study on television there and determine its future) by official memorandum of its "uncompromising" position against the new advertising tax established in England.

CAB radio tape exchange

Tapes of outstanding radio broadcasts will be exchanged by members of the Canadian Assn. of Broadcasters under a new plan approved at a recent meeting of the CAB board of directors in Winnipeg. CAB President Don Jamieson said only radio shows will be exchanged at first; exchanges may follow among private tv stations as well. He said the exchange system should help stations raise their Canadian content with the best productions of private radio programming.

No trend away from CBC-TV

Mass withdrawals from the CBC-TV network will not result on account of ruling by the Board of Broadcast Governors last week releasing CHCH-TV Hamilton, Ontario, and CJSS-TV Cornwall, Ontario, from their affiliation. The two stations were the only holdouts when CBC introduced a two-year contract at the start of 1961. Other CBC affiliates are committed to the network during the contract period, and under present regulations may not belong at the same time to the new private CTV network.

German governments buy tv

The West German Laender Governments announced last week that they had agreed to purchase Freies Fernsehen GmbH. and all its properties for about $4.5 million. Freies Fernsehen, a private television company, has been producing programs on tape and film in anticipation of a future television license from the government which was denied.

The company is equipped with modern production facilities including American video tape recording units and mobile studios.

German Laender plan to use the facilities and the large program library for television stations of their own. They intend to establish a Laender Network this year or early in 1962.

Bigger program revenue seen from overseas sales

Revenue from the sales of U.S. television programs abroad should run between $35 million and $43 million in 1961 and can reach $50 million in 1962, John G. McCarthy, president of the Television Program Export Assn. reported last week.

Mr. McCarthy made these estimates to the U. S. government for use by American representatives to the current Geneva negotiations on tariff and trade. He pointed out that the rise in business to $50 million can be attained next year if restrictions in the United Kingdom and Brazil are lessened.

He offered the following breakdown on revenue for 1961: Continental Europe, Africa and the Near and Middle East—$3-$4 million; United Kingdom, Canada, Australia and other English-speaking markets—$23-29 million; Latin America—$5-$6 million, and the Far East—$3.75-$4 million.

Nova Scotia liquor ads

Tv and radio stations in the Maritime province of Nova Scotia will be able to carry liquor advertising beginning Sept. 1, under liberalized regulations announced by the provincial liquor commission. But ads will not be allowed on tv before 9 p.m., and no brewer or distiller will be allowed to sponsor more than 90 minutes on any one station per week. This time limit may be extended to permit complete coverage of specific sports or cultural events. Family and drinking scenes, bottles and glasses are forbidden, but advertisers can show bottle labels, trademarks, brand names, slogans, recipes and descriptions of merits of their product within the "limit of good taste."

Abroad in brief...

New show ▪ Housefurnishings Guild of Canada, Toronto, plans a 13-week tv series on interior design, likely to be carried over the new Canadian CTV network.

Summer fare ▪ Westminster Paper Co. has signed *Bringing Up Buddy*, U.S.-produced show on the CBC English Network's summer schedule, for 13 weeks.

Football buy ▪ British-American Oil Co. announced it will co-sponsor Canadian football broadcasts from coast-to-coast this year using both radio and tv. Tv co-sponsor will be Dow Brewery Co. Ltd. where brewery advertising is permitted. Radio co-sponsors are not yet known.

New agency ▪ Remington Rand Ltd., Toronto, has moved its electric shaver account to Young & Rubicam, Toronto, from Cockfield Brown Ltd., Toronto, effective Sept. 11. Young & Rubicam handles the account in the United States.

New office ▪ McConnell, Eastman & Co. Ltd., advertising agency, is opening its eighth Canadian office in Saint John, New Brunswick, at the end of July. New branch will be headed by Cletus Lunney. Other branches are in Toronto, Montreal, London, Ont., Winnipeg, Calgary, Edmonton and Vancouver.

Reps appointed ▪ The NAC Camera Service Co., Tokyo, and Brockliss-Simplex, Paris and Brussels, have been named far eastern and French-Belgian sales representatives, respectively, for Telescript CSP, N. Y., designers and suppliers of electronic devices and television prompting equipment.

Who's on first in Detroit?

Any resemblance between the Detroit Tigers fighting for the American League pennant and the assembled lot pictured above is purely the figment of a promoter's imagination. The sporting lot above are Detroit djs and sportscasters who produced 20 minutes of hilarity between games at a Detroit-New York doubleheader. 50% of the gate receipts were turned over to the Knorr Foundation building fund for Hillsdale College in honor of the late Fred Knorr, Knorr stations, who was scalded fatally in Florida early this year.

Standing (l to r): Mark Avery, WJBK; Doug Lacy, WCHB; Don Wattrick, WXYZ; Ben Johnson, WEXL; Paul Winter, WXYZ; J. P. McCarthy, WJR-TV; Johnny Ginger, WXYZ-TV; Chuck Lewis, WPON; Lee Alan, WKMH; Harvey Kaye, WJBK; Jack Riggs and Jac LeGoff, both CKLW. Knorr stations are WKMH-AM-FM Detroit-Dearborn, WKMF Flint, WKHM Jackson; WSAM-AM-FM Saginaw and WELL Battle Creek, all Michigan.

Radio course teaches safe boating practices

More than 100 youngsters, ages 10-14, are studying for their Coast Guard boating certificates via a Sunday-morning program launched June 25 on WGLI Babylon, N. Y. Titled *Young Boatman's Safety Course*, the seven-week, half-hour series is presented as an experiment in cooperation with the New York Conservation Dept. and the Coast Guard Auxiliary Massapequa (Long Island) Flotilla 13-2.

Previously, youngsters who studied for the certificate to operate motorboats in the state attended classroom sessions. Participants in the WGLI series will be qualified to take the Coast Guard test. The course, (8-8:30 a.m.), first of its kind in the state, is conducted by an officer of the Coast Guard auxiliary. The State Conservation Dept. will make the taped lessons available to any station requesting them, and WGLI will repeat the course next January to prepare young boatmen for next summer's boating season.

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OMAHA, NEB. Paul R. Fry, P.O. Box 1733 (Benson), 391-9455

NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

Hollywood stars help launch new CHUM d. j.

To introduce new announcer Bob McAdorey, CHUM Toronto staged a Hollywood Day in which five stars became CHUM disc jockeys for a day. While CHUM regulars leisured, Jim Backus (with Mr. Magoo), Jane Morgan, Pat Boone, Mitzi Gaynor and Bill (Jose Jimnez) Dana entertained the listening audience via pre-recorded tape.

Returning to their posts the five CHUM regulars put Mr. McAdorey through a 16-hour audition marathon, then unanimously accepted him as a member of their staff.

While fun pretty much was the keynote of the day, CHUM officials often think of the star-studded dj cast and the larger-than-usual audience that day.

New York viewing guide

The three network-owned tv stations in New York are cooperating in the publication of a monthly bulletin, titled *Previews*, providing details of scheduled educational, religious, news, informational, music, interview, discussion and special programs. Following the example of stations in some 25 other markets, WABC-TV, WCBS-TV and WNBC-TV, all New York, have set up a joint mailing list. The project stems from the Television Information Office's proposal in April 1960 that stations promote their quality programs through special guides. *Previews* started with the July listings. New York's other four tv stations were asked to cooperate in the venture but declined for various reasons.

Graduation day at WTMJ-TV

WTMJ-TV Milwaukee graduated 317 persons July 9 who successfully passed examination at the conclusion of a series of first-aid-instruction telecasts aired by the station since April in cooperation with the American Red Cross. A three-hour exam was held at WTMJ-TV's auditorium studio. Of 1,671 who registered for the tv course, 345 appeared for the final exam, 317 passing.

Drumbeats...

Soldiers' choice ▪ *Expedition: Colorado*, a tv documentary series produced by ABC-TV affiliate KBTV (TV) Denver, has been selected by the U. S. Dept. of Defense for showing to military personnel around the world. The series, produced in conjunction with Colorado educational institutions, was one of 71 local *Expedition!* series produced by the network's affiliates.

Old radios ▪ As part of CFAC Radio Week in Calgary, Alberta, the radio

station asked listeners to lend it any receivers dating back to 1931 or earlier, then displayed the old models in a downtown store window from which the daytime schedule was being specially broadcast. Visitors were asked to guess which model was oldest, and first three correct answers drawn at the end of the week got 10 lp recordings. The oldest factory-built model in the contest was a Westinghouse Aeriola of about 1921 vintage.

Floating luncheon ▪ Timebuyers of Chicago advertising agencies were taken for a ride Wednesday for a two-hour lunch break aboard the *S. S. Hollingbery* on Lake Michigan. Host for the event was George P. Hollingbery, board chairman of the radio-tv station representative firm of the same name. Nearly 100 agency people turned out despite inclement weather.

Viewers on the run ▪ To promote its *Million Dollar Movie,* WKTV (TV) Utica, N. Y., offered viewers free trading stamps for identifying coming shows. Every 20 minutes during each movie, viewers' cards were drawn. Viewers thus selected, had 10 minutes to call the station after his name was mentioned; otherwise his prize—Triple S Blue Stamps—was forfeited. Only once during the six-week contest did the station draw a card that did not send the viewer running to the telephone.

'Cool' promotion ▪ A summer promotion campaign built around "cool" sounds is being conducted by Westinghouse-owned WIND Chicago with station breaks and sound effects of running water, clinking ice cubes and similar temperature soothers. Listener contests are scheduled based on correct identification of the sounds.

Meet 'Sam Dune'—WABC's beachcomber

Weekend sunbathers at New York area beaches are the target of a summer audience-builder promotion at WABC New York. A roving beachcomber named "Sam Dune," a WABC creation who visits with portable radio listeners at a different beach each Saturday and Sunday, encourages a greater tune-in to WABC. "Sam" distributes puzzles which are to be sent to the station for a prize after proper completion. Nominal prizes such as beach hats and beach bags are awarded for accurate entries. In a series of WABC spots listeners are told to stay tuned to learn the exact whereabouts of the beachcomber.

BULLETIN:
to you know who!

Are you aware, sir, that the Tidewater is growing 2½ times faster than the nation as a whole? Did you know, too, that WHIH has the liveliest format, the brightest personalities and the most distinctive news and public service programming in Virginia?

What we're saying is this: we'd love to help you pop millions of those tiny little tea leaves into the cups and glasses of WHIH listeners.

Forgive us this brazen superlative, but we believe we're far and away the best chaps for your job in the Tidewater area in Virginia.

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Representatives: Avery-Knodel

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BROADCAST ADVERTISING

George A. Welch, manager of Pittsburgh office, Fuller & Smith & Ross, resigns to become director of advertising and sales promotion of domestic and worldwide activities, International Telephone & Telegraph, N. Y.

Paul Mathias, formerly vp and partner, M. & A. Marketing Co., N. Y., joins Keyes, Madden & Jones, that city, as vp and director of marketing. **Henry Seiden,** formerly copy head, BBDO, joins Keyes, Madden & Jones as vp and creative director, and **Anthony Mandarino,** also from BBDO, named vp and creative art director.

Mr. Gruber

Lewis Gruber, chairman of board of directors, P. Lorillard Co., resumes position of chief executive, following death of **Harold F. Temple,** chief executive and president. **Morgan J. Cramer,** assistant to president and vp, and director of international operations, elected president.

Garth N. Montgomery, vp and creative director, Compton Adv., N. Y., rejoins Kenyon & Eckhardt, that city, in creative services. Mr. Montgomery was copy supervisor for K&E prior to joining Compton 22 months ago.

Dr. Herzog

Mr. Schneider

Dr. Herta Herzog, formerly director of research of McCann-Erickson Inc., N. Y., and member of Jack Tinker & Partners, appointed chairman of Marplan Div., research affiliate of Interpublic Inc., parent company of McCann-Erickson, and Jack Tinker & Partners, which concerns itself with experimental projects for Interpublic. She succeeds **Edwin Sonnecken,** who joins executive staff of Goodyear Rubber Co. **F. Russell Schneider,** general corporate executive of Interpublic, appointed president of Marplan, and **Crawford Paton,** senior vp of Marplan, appointed manager of its New York office.

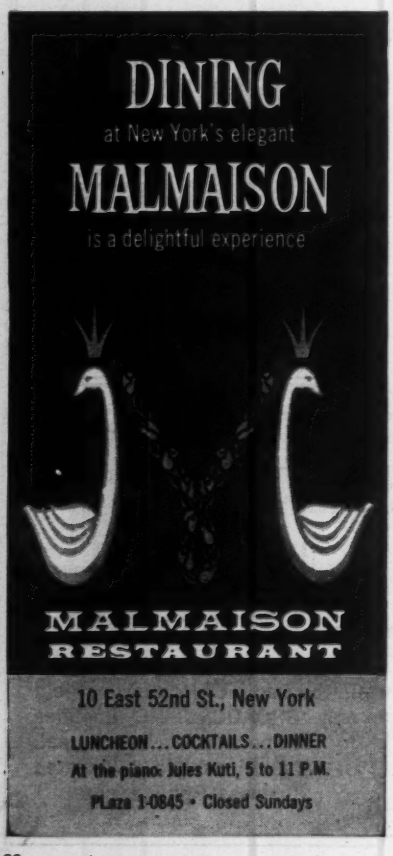
U. Sykes Mozneck, formerly director of merchandising and advertising, Landers, Frary & Clark, New Britain, Conn. (manufacturer of Universal home appliances), joins Parkson Adv. Agency, N. Y., as account supervisor on Universal account. **Stephen Krykaw,** assistant to Mr. Mozneck, will continue as assistant at Parkson. **Alexander W. Macy,** copy chief, and **Lee Gibley,** art director, join copy and art groups at Parkson.

Martin Smith, formerly with Gardner Adv, St. Louis, appointed director of radio-tv department of Anderson-McConnell Adv., Los Angeles. **Paula Petri** joins agency as broadcast traffic control manager. She had been office manager of Cappel, Pera & Reid, L. A.

Mr. Oswald

George Oswald, senior vp and coordinator of Chicago, Los Angeles, Omaha, Racine and Portland offices of Geyer, Morey, Madden & Ballard, N. Y., elected to agency's executive committee. **Marshall H. Ward,** former product manager, Colgate-Palmolive Co., N. Y., joins agency as account executive on Lysol, Lehn & Fink Products Corp.

Anson C. Lowitz appointed vp and group manager for Fuller & Smith & Ross, New York's newly-acquired portion of Lehn & Fink account. Mr. Lowitz, one-time vp and account supervisor, Doherty, Clifford, Steers & Shenfield, was most recently member of International Cooperation Administration teaching American marketing techniques in Israel.



AFA officers

John P. Cunningham, chairman of executive committee, Cunningham & Walsh, N. Y., named chairman, executive committee, Advertising Federation of America. Other officers and directors named to AFA executive committee: **George W. Head,** advertising & sales promotion, National Cash Register Co., Dayton, 1st vice chairman; **Edward C. Von Tress,** senior vp and director of advertising, Curtis Publishing Co., Philadelphia, 2nd vice chairman; **James S. Fish,** vp and director of advertising, General Mills, Minneapolis, director; **C. James Proud,** AFA president and general manager; **Burton E. Hotvedt,** vp, Brady Co., Milwaukee, vp, chairman, council on advertising clubs; **Ruth M. Volckmann,** Sawyer-Ferguson-Walker Co., N. Y., vp, chairman, council on women's advertising clubs; **Robert E. Kenyon Jr.,** president, Magazine Publishers Assn., N. Y., representing assn. members; **Perry L. Shupert,** vp, Miles Labs., Elkhart, Indiana; **J. Kenneth Laird,** president, Tatham-Laird, Chicago, treasurer, and **Melvin S. Hattwick,** director of advertising, Continental Oil Co., Houston, director.

Genter Dahl, for 10 years with Chicago office of Carl Byoir & Assoc., forms Genter Dahl & Assoc., 75 East Wacker Drive, Chicago 1, pr, marketing and advertising agency. Phone: 346-3016.

Ralph Countryman, with Cleveland office of D'Arcy Adv., joins agency's regional marketing staff for Anheuser-Busch Inc. in St. Louis where he will serve as assistant to Anthony J. Amendola, manager of field group.

Richard P. Hustad, formerly with BBDO, Chicago and Minneapolis, to Wade Adv., Chicago, as art director.

Mr. Fennimore

Robert Fennimore, media buyer at Dancer-Fitzgerald-Sample, New York, joins *Television* magazine as advertising representative. Mr. Fennimore has been buyer on Best Foods account at D-F-S since he graduated from West Virginia Wesleyan College in 1959.

THE MEDIA

Robert Quinlan appointed assistant general manager of KTLA (TV) Los Angeles. He will continue in his present capacity as head of Paramount Facilities Rental division and programming department for station. **Clete Roberts** appointed editor-in-chief of news department.

Mr. Young

Thomas L. Young, vp and general manager of KAUS and KMMT (TV) Austin, Minn., appointed to newly created post of vp of Black Hawk Broadcasting Co., operators of above two stations and KWWL-AM-TV Waterloo, Iowa.

Walker Cronkite, commentator, CBS News, named chairman, awards committee, Academy of Television Arts & Sciences, N. Y. Other chairmen and committees: **Ted Fetter,** vp and director of programs, ABC, activities committee; **Royal E. Blakeman,** tv attorney, legal; **Frank J. Shakespeare Jr.,** vp and general manager, WCBS-TV New York, local stations; **Walter Kiernan,** tv host and personality, membership, and **Lester Bernstein,** corporate affairs, NBC, press and public relations.

Roy W. Gunderson, announcer-air personality for KIMN Denver, named general manager of KDAK Carrington, N. D. Station is slated to go on air this fall.

A. J. LaFrano appointed executive director of KHJ-AM-FM Los Angeles. In this newly created position Mr. LaFrano will be responsible for operation of station in all areas excluding sales.

Harry Ladas named station manager for WWOM New Orleans.

Benjamin F. Mayo, program director for WGAC Augusta, Ga., promoted to position of station manager.

Alan Henry, general manager of WCKR Miami, appointed general manager of KWK St. Louis.

Mr. Kirk

Harry Kirk appointed station manager of KCBY-TV Coos Bay, Ore. He had previously served as general manager of KQIK Lakeview, Ore.

Edward C. Obrist, general manager of WHAY New Britain, Conn., appointed to faculty of U. of Boston to teach broadcast programming and advertising.

Charles King, director of sales for NTA Film Network, appointed vp in charge of sales for WNTA-AM-FM New York.

Robert J. Northshield, producer, special NBC News programs, rejoins NBC-TV's *Today Show* as producer. Mr. Northshield formerly was program manager of *Today*.

Paul R. Noble, producer-director for educational programs, WGBH-TV Boston, joins WNEW-TV New York as staff producer.

James A. Prater appointed director of promotion and publicity for Gray Network, operators of WALB-TV Albany, Ga., and WJHG-TV Panama City, Fla.

Richard Jackson, national pr director of American Federation of Television & Radio Artists, resigns to form own company, Public Relations by Dick Jackson. Company's office is at 510 Madison Ave., New York. Earlier, Mr. Jackson was pr director for WOR-AM-TV New York for more than four years.

Mike Schaffer, director of promotion and advertising for WFIL Philadelphia, elected to board of directors of Broadcasters Promotion Assn. **James Kiss,** pr director for *TV Guide*, named to post of associate membership chairman.

Gene Pompei, formerly with Robinson, Adleman & Montgomery Adv., Philadelphia, appointed copy and continuity director for WQAL-FM, that city.

Robert C. Will promoted to group supervisor of Los Angeles office of Harshe-Rotman pr firm.

Robert C. Kelly, producer-director for KXTV (TV) Sacramento, appointed production manager. He replaces **Arthur Elliott** who has been named program director for KOTV (TV) Tulsa, Okla. **William Raney,** senior floor manager for past nine months, named producer-director.

Robert Schnuelle, news announcer and account executive for KOLN-TV Lincoln, Neb., appointed operations director of KGIN-TV Grand Island, Neb., operating as satellite of KOLN-TV.

Wilbur M. Fromm, tv promotion supervisor, NBC Spot Sales, N. Y., appointed to newly-created post of director, new business and promotion. Previously, Mr. Fromm was assistant advertising manager of *New York Journal American*. **Alfred Ordover,** television sales development specialist, named manager of research.

Jack Wartlieb, production manager for Frank Atlass Productions, Chicago, named operations director of KYW-TV Cleveland replacing **Milt Frankie,** resigned. **Jonathan Dunn-Rankin,** news director for WLOF-TV Orlando, named news editor. **Gil Faggen,** assistant program manager and operations supervisor, promoted to program manager.

Fuad Hanna, national sales manager for WBIC Islip, N. Y., appointed general sales manager.

John Brennan, sales staff, The Katz Agency, Minneapolis, named manager, succeeding **David Abbey,** who transfers to tv sales staff, N. Y.

Walter H. McCroba, account executive for WSTV-TV Steubenville, Ohio-Wheeling, W. Va., appointed regional sales manager of WRDW-TV Augusta, Ga.

Reed Maxwell Badgley, account executive for Grey Adv., New York, appointed marketing and sales promotion manager for WKMH Dearborn, Mich.

Robert T. Coughlin named account executive for WSYR Syracuse, N. Y.

Jack L. Clover, assistant promotion manager for WLWC (TV) Columbus, Ohio, appointed sales executive.

Barbara Hansen named national sales assistant for KOMO-TV Seattle, Wash.

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Desmond C. O'Neill, group media director, Kenyon & Eckhardt, N. Y., joins tv sales staff. The Katz Agency, N. Y.

Dick Stone, account executive with Avery-Knodel, New York, to WINS, that city, in similar capacity.

Jim Patterson, administrator of management development and training at NBC Los Angeles, appointed account executive for KVOO-TV Tulsa, Okla. **Jim Neal** named special events editor.

John R. Canton, program director for WNOW-AM-FM York, Pa., appointed regional program director of Good Neighbor Stations, operator of WKBR-AM-FM Manchester, WTSN Dover, WKBK Keene, all New Hampshire; WNOW-AM-FM-TV York, WAEB Allentown, both Pennsylvania.

John F. Dille Jr., president of Truth Publishing Co., operators of WSJV(TV) South Bend-Elkhart, WTRC-AM-FM Elkhart, WKJG-TV Fort Wayne, named member of Indiana Toll Road Commission.

William J. Fennessy, assistant controller and manager of budget section, CBS, succeeds **Raymond R. Schwartz** as controller, CBS Radio Div., N. Y.

George Ruby named comptroller of Don Lee division of RKO General, encompassing RKO General broadcasting properties on West Coast, KHJ-AM-FM-TV Los Angeles and KFRC San Francisco. Mr Ruby, who has been comptroller of KTTV (TV) Los Angeles, replaces late A. J. Quinn.

Frank H. Minner Jr., appointed comptroller for Rollins Broadcasting, operators of WNJR Newark, N. J.; WBEE Harvey, Ill.; WRAP Norfolk, Va.; WGEE Indianapolis, Ind.; WAMS Wilmington and WJWL Georgetown, both Del.; WEAR-TV Pensacola, Fla.; and WPTZ (TV) Plattsburgh, N. Y.

Robert B. Gordon, comptroller for Gresh & Kramer Adv., Philadelphia, named business manager for WIP, that city. He replaces **William Dalton** who was named local account executive.

Richard Beesemyer, sales manager for KNXT (TV) Los Angeles, named sales manager of Los Angeles office of ABC-TV national station sales.

Robert J. Ross, business manager of WTVJ (TV) Miami, appointed chief of purchasing for Wometco Enterprises, Miami, operators of WTVJ (TV) Miami, WLOS-AM-FM-TV Asheville, N. C., 47.5% of WFGA-TV Jacksonville, Fla.

James R. Osborn, general sales manager of KXTV (TV) Sacramento, Calif., named sales manager of San Francisco office of ABC-TV national station sales.

Murray Weissman, manager of special services of press information department, CBS-TV, Hollywood, promoted to assistant director of department. **Bob Wilson,** promotion manager of WGIR-TV Knoxville, Tenn., joins department as unit publicist.

Robert C. Will, account executive of Harshe-Rotman, Los Angeles, pr firm, promoted to group supervisor.

Gerald Green, author of *The Last Angry Man* and former producer of *Today Show* and *Wide Wide World,* rejoins NBC as producer and writer of special NBC News tv programs.

Mr. Cioffi

Lou Cioffi, CBS News correspondent for past 10 years, will join ABC News Aug. 28. He will headquarter in Paris in new post of European correspondent, ABC News. Mr. Cioffi was Paris correspondent for CBS News from 1956 to February 1961, when he returned to present assignment as Washington correspondent. After working his way up from copy boy, he was named correspondent to cover Korean War in 1952.

Mr. Chauncey

Mr. Baker

Thomas Chauncey of KOOL-TV Phoenix and **Thomas Baker** of WLAC-TV Nashville, elected chairman and secretary, respectively, of CBS television network affiliates advisory board. Mr. Chauncey succeeds **Richard Borel,** WBNS-TV Columbus, Ohio as chairman and Mr. Baker succeeds Mr. Chauncey as secretary.

Lawrence West, member of news department of KWKH Shreveport, La., elected president of United Press International Broadcasters of Louisiana. Others elected were **Dud Lestrapes,** news director of KLFY-TV Lafayette, first vp; **Ed DeForest,** news director of KALB Alexandria, second vp; **Gerald Moses,** UPI Baton Rouge correspondent, secretary.

Bob Gaynor, air personality and production manager for WGMA Hollywood, Fla., named program manager.

Brian C. Scruby, director-in-chief for WMBD-TV Peoria, Ill., joins KDKA-TV Pittsburgh programming staff as director.

Robert K. Brown, until last month manager and part-owner of WFAW (FM) Fort Atkinson, Wis., and previously manager of KMAQ Manquoketa, Iowa, to NBC-owned WMAQ-AM-FM Chicago as program manager, succeeding **Richard Johnson,** resigned.

William P. Imwalle, production director for KCRG-TV Cedar Rapids, Iowa, appointed tv director for WWL-TV New Orleans.

Thomas Winkler, member of production staff of WMAL-TV Washington, D. C., named director of news and public affairs for WMAL-AM-FM-TV.

Charles J. Thornquest, national sales vp for WONE Dayton, and **Louis G. Froelich,** local sales vp, appointed national sales director and commercial manager, respectively.

Robert Q. Lewis, radio-tv personality, signs exclusive live radio contract with KHJ Los Angeles, where he will serve as air personality.

James C. McDonough, joins WQAM Miami sales staff.

William Sheehan resigns as news editor of WJR Detroit to join ABC New York news department. **George R. Kendall,** stations pr director, named to succeed Mr. Sheehan.

William H. Minshall, newscaster for KYW-TV Cleveland, named news director for WMBD-AM-TV Peoria, Ill.

Frank Miller, director for WMT-TV Cedar Rapids-Waterloo, Iowa, appointed to newly created position of assistant production manager.

John O'Neil, former promotion manager, WHYN-AM-FM-TV Holyoke, Mass., joins sales promotion department, WNAC Boston.

Peter Whipple, sales service manager for WTTG (TV) Washington, D. C., named business manager, WNEW-TV New York.

John Fritz, formerly news and special events director, KPRO Riverside, Calif., appointed director of newly enlarged news and special events division, WKST-TV Youngstown, Ohio.

James C. Luttrell, transmitter engineer for WSAV Savannah, Ga., appointed chief engineer for WCCA-TV Columbia, S. C., which is expected to go on air this fall.

Robert M. Storer, recent graduate of U. of Miami, whose broadcast career includes positions at WJBK-TV Detroit and WPST-TV Miami, joins sales staff of KGBS Los Angeles. He is youngest of four sons of George B. Storer, chairman and founder of Storer Broadcasting Co., owner of KGBS.

Al Frances, news director of WHBC Canton, Ohio, named director of news

and public affairs for WONE Dayton, Ohio. **John Baker,** assistant news director of WHBC since 1949, succeeds Mr. Frances and **Jim Burnett,** announcer, becomes assistant news director.

Stan Brown, assistant news director for KTLN Denver, named newscaster for KDEO El Cajon, Calif.

Dick Watts, news director for KGAK Gallup, N. M., joins staff of Associated Press in Albuquerque.

David Lockwood named director of news and special events for WLOF-TV Orlando, Fla.

Patrick O'Brien joins news department of KCRG Cedar Rapids, Iowa.

Johnny Bell, air personality for WINZ Miami, named staff announcer for WTVJ (TV), that city.

Alan DePetro appointed to WKBN Youngstown, Ohio, news staff.

Gene Nelson, air personality and program director for WKBW Buffalo joins WSAI Cincinnati, in similar capacity.

Ned Benton joins WKTG Thomasville, Ga., as air personality. Mr. Benton, who is blind, has indexed all of station's record albums in Braille and has also made Braille labels for commercial tapes to use on his program.

Paul Brenner, air personality, joins WNTA-AM-FM New York as announcer.

Michael Whittaker and **Bob Walker** join WFAA-AM-FM-TV Dallas news staff. Mr. Whittaker comes from WBAP Fort Worth where he was writer, newscaster, radio-tv reporter and cameraman. Mr. Walker has served as production manager and radio station manager as well as in other talent and managerial positions.

Vincent Kierney, air personality, WARM Scranton, joins WHLO Akron in same capacity.

Fern Gable, air personality with WOWO Fort Wayne, Ind., resigns to become girls' probation officer for juvenile court division of Allen County Circuit Court.

PROGRAMMING

Edward Morey, vp and director of Allied Artists, elected president of Allied Artists Television Corp., wholly owned subsidiary formerly known as Interstate Television Corp. **Robert B. Morin,** head of New York office of Famous Artists, artists representatives, elected vp and general sales manager.

C. P. (Pete) Jaeger, executive vp of Flamingo Films, N. Y., named to newly created post of assistant to president of Official Films, and will handle special sales assignments. Earlier, Mr. Jaeger had been eastern sales manager of MGM-TV; executive vp of Transamerica Broadcasting Corp. and vp of ABC.

Mr. Calley

John N. Calley, tv programming vp with Ted Bates, appointed to newly-created position of vp in charge of program development for Filmways Inc., New York. Previously, from 1951 to 1958, he was associated with NBC and Henry Jaffe Enterprises as program and production executive. **William Templeton** is slated to replace Mr. Calley as director of programming under Richard A. R. Pinkham, senior vp in charge of programming, at Ted Bates & Co. Mr. Templeton formerly was programming vp at Cunningham & Walsh, before that he held same title at Bryan Houston Inc. (now Fletcher Richards, Calkins & Holden).

Joseph J. Jacobs, general attorney, Metropolitan Broadcasting, N. Y., joins Ziv-UA, that city, as director, program and talent negotiations.

Stuart Schulberg, documentary and feature film producer, named co-producer of *David Brinkley's Journal,* NBC-TV. **Robert Asman,** formerly production manager of CBS-TV's *The Twentieth Century,* appointed associate producer, and **Robert Doyle,** who directed pool coverage of last three national conventions, named director.

Dick Irving Hyland resigns as vp of Frank Cooper Assoc. to join with William Shiffrin agency which becomes Shiflrin-Hyland agency, talent agents and managers.

Herbert L. Miller, member of sales staff of Wiljon Sales Corp., for Bill Burrud Productions, promoted to national sales manager.

Jack Rhodes, district sales manager for Central Div., Independent Television Corp., succeeds **Carl Russel** as Central Div. sales manager.

GOVERNMENT

Reed Harris, president of Publication Services, Washington, appointed executive assistant to director of USIA. Mr. Harris resigned in 1953 as deputy chief of State Department's International Information Administration, USIA predecessor, after bitter clash with late Sen. Joseph McCarthy (R.-Wis.).

Mr. Hurley

John J. Hurley, formerly president of WNEB Worcester, Mass., and previously with NBC in Washington, named special assistant to Small Business Administrator John E. Horne. He succeeds **Matthew A. Reese Jr.,** who resigned to become assistant to chairman of Democratic National Committee.

EQUIPMENT & ENGINEERING

William F. Rueger named vp and general counsel of Sylvania Electric Products, New York. He will continue as secretary, position he has held since July 1960.

Arnold K. Weber, director of manufacturing, RCA, N. Y., appointed staff vp.

Frank R. Demchock appointed to newly created position of general sales manager and assistant director, sales and service division for GPL division, General Precision, Pleasantville, N. Y.

Arnold K. Weber, director of manufacturing for RCA, appointed staff vp-manufacturing.

J. R. (Jack) Poppele, director and consultant to board of advisors, Voice

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of America, N. Y., and before that with WOR New York, appointed director, Foto-Video Electronics, N. J.

INTERNATIONAL

James Montagnes elected honorary associate member of Canadian Assn. of Broadcasters. Highest honor which can be bestowed by association was given to Mr. Montagnes, who has been correspondent for BROADCASTING for past quarter century, as result of his "untiring" chronicling of activities of association, its various members and developments in Canadian broadcasting field generally.

James Ralph Darling appointed chairman of Australian Broadcasting Commission, which controls national (non-commercial) radio and tv network. Dr. Darling succeeds **Sir Richard Boyer,** who died recently.

Hatton Taylor appointed general manager of Sovereign Film Distributors Ltd., Toronto, for 16mm and tv divisions.

Douglas Trowell, station manager of CFPL London, Ontario, since 1956, appointed general manager of CKEY Toronto. **Don Insley** named CKEY program manager.

Gordon Lusty elected vp of BBDO. He is in agency's Toronto office as director of marketing and research for BBDO-Canada.

Ward Cornell, program manager of CFPL London, Ontario, named manager.

Claude Forget named supervisor, radio & tv, of Montreal office of McCann-Erickson (Canada) Ltd.

ALLIED FIELDS

John D. Matthews, law clerk to Federal Judge John J. Sirica of District of Columbia District Court, to Dow, Lohnes & Albertson, Washington communications law firm. Mr. Matthews was graduated from Georgetown Law School in 1959.

DEATHS

J. Lothaire (Dutch) Bowden, 58, sales manager and station director of WKBN Youngstown, Ohio, and more recently salesman with WKST-TV, that city, died July 14 at Youngstown South Side Hospital following short illness.

Marion Rita Thrower, 40, wife of Fred M. Thrower, executive vp and general manager, WPIX (TV) New York, died July 17 at Greenwich Hospital, Conn. following long illness.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING July 13 through July 19. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

ACTIONS BY FCC

***Montgomery, Ala.—Alabama Educational Tv Commission**—Granted uhf ch. 26 (542-548 mc); ERP 18.3 kw vis., 9.16 kw aur.; ant. height above average terrain 594 ft., above ground 553 ft. Estimated construction cost $26,000, first year operating cost $29,000, revenue none. P.O. address 807 Protective Life Building, Birmingham, Ala. Trans. location Patterson Field, Madison Ave., Montgomery. Geographic coordinates 32° 22′ 52″ N. Lat., 86° 17′ 30″ W. Long. Trans. Federal, ant. Andrews. Consulting engineer A. H. Renfro Jr. Principals include **Rex Sikes, Vincent F. Kilborn, H. Maynard Layman, Mrs. Bertha Roberts, Harold T. Purdy.** Mr. Sykes is vp of Luverne Motor Co.; Mr. Kilborn is attorney; Mr. Layman is farm editor of newspaper; Mrs. Robert is housewife; Mr. Purdy is president of pest control company. Action July 18.

Pittsfield, Mass.—Springfield Tv Bestg. Corp.—Granted uhf ch. 64 (770-776 mc); ERP 6 kw vis. 2.8 kw aur.; ant. height above average terrain 267 ft., above ground 188 ft. Estimated construction cost $82,350, first year operating cost $78,000 revenue $57,200. P.O. address c/o W. L. Putnam, Box 2210, Springfield, Mass. Studio location Benedict Road, Pittsfield, Mass. Trans. location Benedict Road, Pittsfield, Mass. Geographic coordinates 42° 28′ 35″ N. Lat., 73° 13′ 45″ W. Long. Transmitter RCA TTU-1B, antenna TFU-6A. Legal counsel McKenna & Wilkinson, Washington, D.C. Consulting engineer George R. Townsend, Springfield, Mass. Springfield is headed by **Roger L. Putnam** Sr., board chairman, and has over 50 stockholders. It is licensee of WWOR-TV Worcester, WWLP-TV Springfield and WRLP-TV Greenfield, all Massachusetts. Comr. Cross dissented. Action July 12.

***Hampton-Norfolk, Va.—Hampton Roads Education Tv Assn.**—Granted uhf. ch. 15 (476-482 mc); ERP 214 kw vis., 107 kw aur.; ant. height above average terrain 480 ft., above ground 503 ft. Estimated construction cost $177,997.33, first year operating cost $80,000. P.O. address 402 E. Charlotte St., Norfolk 10. Studio location yet to be determined; temporarily sharing facilities of Norfolk commercial stations. Trans. location Hampton; geographic coordinates 37° 02′ 20″ N. Lat., 76° 18′ 30″ W. Long. Trans. G.E. TT-25-A, ant. G.E. TY-25-A. Legal counsel Cohn & Marks. Washington, D. C.; Consulting engineer Jules Cohen, Washington. Principals are boards of education of cities of Hampton and Norfolk. Action July 17.

APPLICATION

Garden City, Kan.—KAKE Tv & Radio Inc. vhf ch. 9 (186-192 mc); ERP 101 kw vis., 55 kw aur.; ant. height above average terrain 870 ft., above ground 876 ft. Estimated construction cost $332,200, first year operating cost $120,000; revenue $150,000. P.O. address box 1010 Wichita 1, Kan. Studio location 8 miles NW of Copeland, Kan.; Trans. location same as studio. Geographic coordinates 37° 39′ 01″ N. Lat., 100° 40′ 06″ W. Long. Trans. RCA TT11AH, ant. RCA TF12AH, Legal counsel Cohn & Marks. Washington, D. C.; Consulting engineer Lohmes & Culver, Washington, D. C. Principals include: **Sherrill C. Corwin** (15.08%), **Tom Palmer** (19.6%), **Theodore Gore, Ralph Gore** (each 9.3%), **Charles E. Jones, Mark H. Adams** (each 6.28%), **Owen McEwen** (7.54%), and others, each of whom owns similar interest in KAKE-TV Wichita, Kan. of which proposed new station is to be satellite. Ann. July 14.

Existing tv stations

ACTION BY FCC

KMJ-TV ch. 24 Fresno, Calif.—Granted cp to increase horizontal vis. ERP from 170 kw to 324 kw, DA, with aur. ERP 174 kw, DA, move trans. location 79 ft., increase ant. height from 2,290 ft. to 2,350 ft., and make equipment changes; waived Sec. 3.614(b)(4) of rules. Action July 12.

CALL LETTERS ASSIGNED

*KVCR-TV San Bernardino, Calif.—San Bernardino Valley Joint Union Junior College District.

KCRL(TV) Reno, Nev.—Circle L Inc.

New am stations

ACTIONS BY FCC

Shelton, Iowa—Eider C. Stangland—Granted 1550 kc, 500 w D. P. O. address 1219 Fourth St., Brookings, S. D. Estimated construction cost $15,762, first year operating cost $42,000, revenue $58,000. Sole owner Mr. Stangland is one-third partner in **KRBK Brookings.** Chmn. Minow not participating. Action July 19.

Golden Valley, Minn.—Charles J. Lanphier—Granted 1570 kc, 500 w D. P. O. address 7356 N. 90th St., Milwaukee 13, Wis. Estimated construction cost $15,700, first year operating cost $84,000, revenue $90,000. Mr. Lanphier, sole owner, has restaurant and printing interests. Chmn. Minow not participating. Action July 19.

Yakima, Wash.—M & W Co.—Granted 940

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Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

kc, 250 w D. P. O. address 216 Mocliff Rd., Ephrata, Wash. Estimated construction cost $5,491, first year operating cost $50,000, revenue $48,000. Equal partners are **Robert R. Moore**, general manager KULE Ephrata, Wash. and **Kenneth Williams Jr.**, engineer at KOMO Seattle. Action July 17.

APPLICATIONS

Fontana, Calif.—Stanley Helfman 1470 kc; 500 w kw D. P. O. address 16755 Merrill Ave., Fontana. Estimated construction cost $40,995; first year operating cost $50,000; revenue $60,000. **Stanley Helfman**, sole owner, owns real estate firm and is president and 25% owner of retail auto supplies business. Ann. July 14.

Ft. Pierce, Fla.—Indian River Tv Inc. 970 kc; 1 kw D. P. O. address 2811 N. Indian River Dr. Ft. Pierce. Estimated construction cost $17,300; first year operating cost $38,000; revenue $40,000. Principals: **John Patrick Beacom, Susan Fjelstad Hamilton** (each 50%). Mr. Beacom is president and 50% owner of WJPB-TV Weston and sole owner of WVVW Grafton, both West Virginia, and 10% owner of WBUT-AM-FM Butler, Pa.; Susan Hamilton is 50% owner of real estate business. Ann. July 14.

Mt. Holly, N. C.—Boyce J. Hanna 1510 kc; 10 kw D. P. O. address 1101 East Park Dr., Gastonia. Estimated construction cost $39,250; first year operating cost $22,000; revenue $28,000. **Boyce J. Hanna**, sole owner, is holder of two-thirds interest in WADA Shelby and has been commercial manager of WCGC Belmont, both North Carolina. Ann. July 14.

Lebanon, Va.—Clinch Mountain Bcstg. Co. 1380 kc; 5 kw D. P. O. address c/o Jack T. Helms, Norton, Va. Estimated construction cost $11,550; first year operating cost $30,000; revenue $35,000. Principals: **Jack T. Helms** (52%), **Jack J. De Lisi, William G. Stallard** (each 24%). Mr. Helms owns 33% of WMTN Morristown, Tenn., 25% of WCLE Cleveland, both Tennessee, and is general manager and 12.5% owner of WNVA Norton, Va.; Messrs. De Lisi and Stallard are employes of WNVA. Ann. July 12.

Existing am stations

ACTION BY FCC

KLIV San Jose, Calif.—Granted increased daytime power on 1590 kc, DA-N, unl., from 1 kw to 5 kw, continued night time operation with 500 w; engineering conditions. Action July 19.

APPLICATIONS

KWEB Rochester, Minn.—Cp to change hours of operation from D to unl., using power if 1 kw, 5 kw LS (increase daytime power from 500 w), change ant.-trans. location, install DA night and day (DA-2) and new trans. Ann. July 17.

WFRO-FM Fremont, Ohio—Cp to change frequency from 99.3 mc, ch. 257, to 99.1 mc, ch. 256, increase ERP from 1 kw to 50 kw and install new trans.; ant. height above average terrain of 195 ft. Ann. July 14.

KALV Alva, Okla.—Mod. of license to change hours of operation from unl. to specified hours: Mon. thru Sat. 6:00 am to 7:00 pm; Sun. 8:00 am to 7:00 pm. Ann. July 11.

KTEM Temple, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 17.

KVOW Riverton, Wyo.—Cp to increase daytime power from 250 w to 1 kw. Ann. July 12.

CALL LETTERS ASSIGNED

WRAB Arab, Ala.—Marshall County Bcstg. Inc.

KSVA Sierra Vista, Ariz.—Richard D. Grand.

KRED Eureka, Calif.—Redwood Bcstg. Co.; changed from KIEM.

KBTR Denver, Colo.—Empire Bcstg. Inc.; changed from KICN.

WBBR East St. Louis, Ill.—Stanlin, Inc.; changed from WAMV.

KCII Washington, Iowa — Washington Home & Farm Radio Inc.

KLHS Lordsburg, N. M.—Alan A. Koff.

WMLP Milton, Pa.—WMLP Inc.; changed from WARC.

WTGR Charleston, W. Va.—Edgar L. Clinton; changed from WHMS.

New fm stations

APPLICATIONS

Millville, N. J.—Union Lake Bcstrs, Inc. 97.3 mc; kc; 5.17 kw unl. Ant. height above average terrain 197 ft. P.O. address Lincoln Rd., Millville. Estimated construction cost $11,360; first year operating cost $16,500; revenue $22,000. Principals: **Fred M. Wood** (52.63%), **Dorothy H. Carlson, Michael A. Buglio, Wilfred C. Lockey, Harry J. Daley** (each 10.53%), **Muriel Buglio** (5.25%). Mr. Wood is president and general manager of WMVB Millville; Dorothy Carlson is program director of WMVB; Mr. Buglio is vice president of WMVB and president of malt beverage wholesale distribution business; Mrs. Buglio is housewife and director of WMVB; Mr. Lockey is partner in accounting firm; Mr. Daley is attorney and 50% owner of radio equipment firm. Ann. July 12.

Forest Park, Ohio—Joseph H. Kanter 97.3 mc; 37.6 kw unl. Ant. height above average terrain 287 ft. P.O. address 787 West Kemper Rd. Cincinnati 40. Estimated construction cost $33,280; first year operating cost $17,000; revenue $12,000. **Joseph H. Kanter**, sole owner, owns real estate development and construction business. Ann. July 14.

Ebensburg, Pa.—Cambria County Bcstg. Co. 103.9 mc; kc; 388 w. Ant. height above average terrain 277 ft. P.O. address WEND, Ebensburg. Estimated construction cost $2,540; first year operating cost $8,285; revenue $10,000. **Cary H. Simpson**, sole owner, owns WEND Ebensburg, WTRN Tyrone, WBLF Bellefonte. 67% of WFRM Coudersport and WNBT Wellsboro and 50% of WKBI St. Marys, all Pennsylvania. Ann. July 13.

Existing fm stations

ACTIONS BY FCC

KRON-FM San Francisco, Calif.—Granted mod. of SCA to use 67 kc sub-channel to provide running translation of audio portion of KRON-TV programs for benefit of persons of Chinese ancestry, using same subcarrier frequency employed at other times for transmission of background music. Action July 19.

■ Following fm stations were granted SCAs to engage in multiplex operation: KBMS Los Angeles, Calif.; KGMI Bellingham, Wash.; WPBS Philadelphia, Pa. and Radio Wichita Falls (no call letters assigned) Wichita Falls, Tex. Action July 12.

APPLICATION

***WJBC(FM) Baltimore, Md.**—Cp to change frequency from 88.1 mc, ch. 201, to 95.1 mc, ch. 218, increase ERP from 125.3 w to 800 w, makes changes in ant., install new trans., change ant.-trans. and studio location. Ann. July 11.

CALL LETTERS ASSIGNED

KIEM(FM) Eureka, Calif. — Redwood Bcstg. Co.; changed from KRED(FM).

WBBR-FM East St. Louis, Ill.—Stanlin Inc.; changed from WAMV-FM.

*WSND-FM Notre Dame, Ind.—University of Notre Dame Du Lac.

KHAK-FM Cedar Rapids, Iowa—Don-Lo Bcstg. Inc.

*KSOZ(FM) Point Lookout, Mo.—School of the Ozarks.

KICN(FM) Omaha, Neb.—Central States Bcstg. Inc.; changed from KOIL-FM.

WTFM(FM) Babylon, N. Y.—WGLI Inc.; changed from WGLI-FM.

WEIV(FM) Ithaca, N. Y.—Ivy Bcstg. Inc.; changed from WRRA(FM).

WBIV(FM) Wethersfield, N. Y.—Ivy Bcstg. Inc.; changed from WRRL(FM).

WJEH-FM Gallipolis, Ohio—Ohio Valley on the Air Inc.

KVCW(FM) Bartlesville, Okla.—Quality FM Bcstrs. Inc.

WYCE(FM) Warwick, R. I.—Providence Radio Inc.; changed from WDJD(FM).

WFIG-FM Sumter, S. C.—Radio Station WFIG Inc.

WFLT(FM) Franklin, Tenn.—Robert E. Sewell & William C. Montgomery.

KAJC(FM) Alvin, Tex.—Alvin Bcstg. Co.

KLUE-FM Longview, Tex.—Radio Longview Inc.

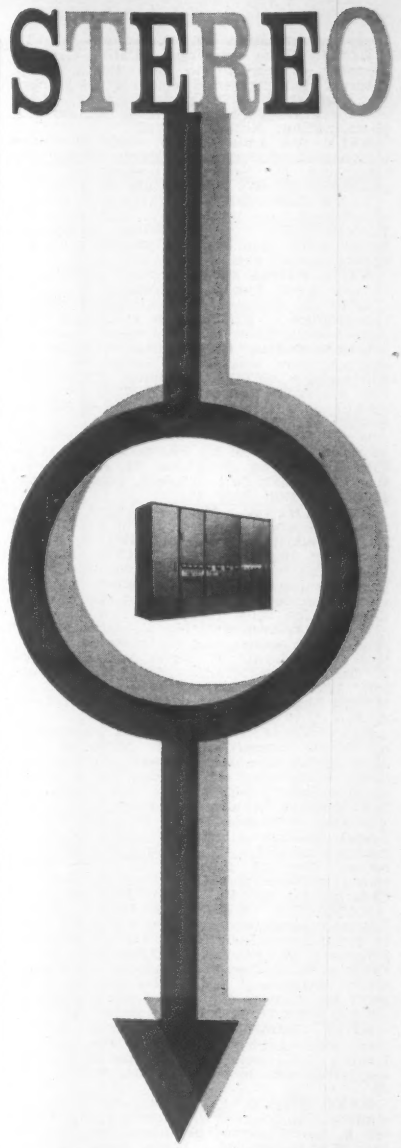
KNTO(FM) Wichita Falls, Tex.—Radio Wichita Falls.

Ownership changes

ACTIONS BY FCC

WGWC Selma, Ala.—Granted (1) renewal of license and (2) assignment of license to Robert J. Martin; consideration $55,000. Action July 19.

KNOG Nogales, Ariz.—Granted assignment of license to Madelon Harper Cow-



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ling; consideration $60,000. Action July 12.

KCMJ Palm Springs, Calif.—Granted transfer of control to Bell Bcstg. Corp. (Morris H. Bergreen, president, has minority interest in WTBO Cumberland, Md.); consideration $490,000. Chmn. Minow not participating. Action July 12.

KSLY San Luis Obispo, Calif.—Granted assignment of licenses to Berry Bcstg. Inc. (Reginald D. Streeter, president); consideration $37,500. Action July 19.

KLAK Lakewood, Colo.—Granted transfer of control from Maurice J. and Julia W. DaVolt, and Edythe G. Walker to Edward Smith Scott; consideration $310,000 for 100% voting stock. Action July 19.

KTUX Pueblo, Colo.—Granted transfer of control from Ewald E. Koepke, et al., to Wayne D. Costner; consideration $90,000 less amount of all liabilities at closing date. Action July 12.

WIXN Dixon, Ill.—Granted transfer of control from Russell G. Salter to Lloyd Burlingham (KTOB Petaluma, Calif., and has majority interest in KNOG Nogales, Ariz.); consideration $51,000 for 50.6% interest. Action July 19.

WAMM Flint, Mich.—Granted acquisition of positive control by Philip Munson (now 25% owner) by purchase of Albert and Harry Binder's 50% interest; consideration $56,000. Action July 19.

WHMI Howell, Mich.—Granted assignment of license to B & H Bcstg. Co. (Frank M. Bignell, president; Benedict F. Hovel, treasurer, has interest in WCUB, Manitowoc, Wis.); consideration $90,000 and $2,500 per year for 10 years to assignor for consulting services and agreement not to compete. Action July 19.

WJOC Jamestown, N. Y.—Granted (1) renewal of license and (2) transfer of control from Harold P. Kane and Frederick E. Davis to Tayloradio Corp. (K. W. Horton, president, has minority interest in WELM Elmira, N. Y.); consideration $88,900. Action July 19.

KVIN Vinita, Okla.—Granted assignment of license from John M. Mahoney and John Q. Adams to Mahoney, Adams and Gene Humphries, d/b under same name; consideration $15,000 by Mr. Humphries for 50% interest. Action July 19.

WMSC Columbia, S. C.—Granted (1) renewal of license and (2) acquisition of positive control by C. Wallace Martin (50% owner) through purchase of 34.2% additional interest from O. Beirne and Loti M. Chisolm for $30,765. Action July 19.

KAMA(FM), KPSD(FM) Dallas, Tex.—Granted assignment of cps of KAMA(FM) to Texas Fine Music Bcstrs. Inc. (KRBE-FM Houston); consideration $2,996 and KPSD (FM) to W. B. Carver; consideration $10,000, latter assignment not to be consummated until Mr. Carver disposes of his interest in cp for KAMA(FM). Action July 12.

KBYP Shamrock, Tex.—Granted assignment of license from Merita Bumpers to Lyman C. Brown, tr/as Lyman Brown Enterprises; consideration $30,000. Action July 19.

KSYD Wichita Falls, Tex.—Granted assignment of licenses to Wichita Bcstg. Corp. (R. E. Lee Glasgow, president, has interest in WACO-AM-FM, Waco and KAND Corsicana); consideration $300,000 and agreement not to compete in am broadcasting for 5 years within 50 miles of Wichita Falls. Action July 19.

WWIS Black River Falls, Wis.—Granted assignment of license to Falls Communications Inc. (Mary Ann, John R. and Mary M. McDonald); consideration $41,000. Chmn. Minow not participating. Action July 19.

WKOY Bluefield, W. Va.—Granted transfer of control from J. Lindsey Alley, et al., to Bristol Bcstg. Inc. (WFHG Bristol, Va.); consideration $77,500 and $5,000 to Mr. Alley for agreement not to compete for one year within 25 miles of Bluefield. Action July 12.

APPLICATIONS

KCUB Tucson, Ariz.—Seeks assignment of license from **Boffard Bcstg. Corp.** to **Canyon State Bcstg. Corp.** for $225,000. Principals are **Oscar I. Dodek** (80%), **Maxwell M. Marvin** (20%). Mr. Dodek is majority stockholder in KABQ Albuquerque, N. M.; Mr. Marvin also holds interest in KABQ. Ann. July 12.

KENL Arcata, Calif.—Seeks transfer of 50% of stock in Humboldt Bcstrs. Inc. from **Melvin D. and Aldine T. Marshall** (25% from each) to **H. D. and C. A. Warning** for total of $50,000. H. D. Warning is vice president of agricultural refrigeration equipment manufacturing business; Mrs. C. A. Warning is housewife. Ann. July 11.

KCKC San Bernardino, Calif.—Seeks involuntary assignment of license from **MVW Radio Corp.** to **Crules R. Cheek**, trustee, in bankruptcy proceeding. Ann. July 18.

WBDO-AM-FM-TV Orlando, Fla.—Seeks transfer of all stock in Cherry Bcstg. Co. owned by **William S. Cherry, deceased** (75% of total) to **William H. Goodman, Clarence H. Gifford Jr., Mollie B. Cherry, Walter F. Gibbons**, co-trustees with **Rhode Island Hospital Trust Co.**; no financial consideration involved. Ann. July 17.

WINQ Tampa, Fla.—Seeks transfer of 30% (300 shares) of stock in **Rand Bcstg. of Tampa-St. Petersburg Inc.** from **Richard M. Seidel, Eugene A. Jaffe, Robert A. Weiss** and **Harold H. Meyer** to **Rand Bcstg. Co.** (present 50% stockholder in licensee corp.) Consideration $40 per share. Rand Bcstg. Co. is licensee of WINZ Miami and WEAT-AM-FM West Palm Beach, both Florida. Ann. July 12.

WYNZ Windermere, Fla.—Seeks assignment of cp from **Louis E. Latham** and **Jack L. Gibson**, d/d as Windermere Radio Co., to Mr. Latham solely, consideration $1,305. Mr. Latham is founder and president of evangelistic missionary association. Ann. July 11.

KLGA Algona, Iowa—Seeks transfer of 90 shares (one-third of total) in KLGA Inc. from **Robert A. Wilson** to **George Allen** (54 shares) and **Harry C. Snyder** (36 shares); also nine shares from **Robert W. Behling** to Mr. Snyder, so that Mr. Snyder will own 50% of total, Mr. Behling 30% and Mr. Allen 20%. Consideration $100 per share. Messrs. Snyder and Behling are present owners of one-third each in licensee corporation; Mr. Allen has recently been hired as general manager. Ann. July 18.

WNTA-TV Newark, N. J.—Seeks assignment of license from **NTA Tv Bcstg. Corp.** (subsidiary of National Telefilms Assoc. Inc.) to **Educational Tv for the Metropolitan Area Inc.**, (non-profit corporation), for $6,200,000. Ann. July 12.

WENY Elmira, N. Y.—Seeks assignment of license from **Gannett Co.** to **Donald M. Simmons, Howard L. Green, Harlan G. Murrelle, Albert E. Theetge, John T. Stethers, Myron W. La Barr** (each 16.66%), d/b as WENY Inc. for $240,000. Above principals hold interests in WOND Pleasantville and WOSJ-FM Atlantic City, both New Jersey and WMMB Melbourne, Fla. and have numerous other business interests. Ann. July 14.

WCNG Canonsburg, Pa.—Seeks assignment of license from **WCNG Inc.** to **Tommy and Mary Lou Sutton** (each 50%) for $86,500. Mr. Sutton is disc jockey with WPFB Middletown, Ohio; Mrs. Sutton is housewife. Ann. July 12.

WJHL-TV Johnson City, Tenn.—Seeks transfer of 29.34% of stock in **WJHL Inc.** from **Evelyn Lancaster** back to corporation; consideration $300,000. Ann. July 12.

KCLW Hamilton, Tex.—Seeks assignment of license from **Coy T. Perry**, sole owner, to **Frank J. Hedrick** (53.49%), **Jay Scott Noxon** (20.06%), **Errol R. Coker Jr.** (10.03%) and others (d/b as San Jacinto Bcstg. Inc.), for $60,000. Mr. Hedrick is projectionist for KTRK-TV; Mr. Noxon is announcer for KBRE-FM and Mr. Coker is engineer for KHUL-FM all Houston, Tex. Ann. July 17.

WMEK Chase City, Va.—Seeks assignment of license from **John L. Cole Jr.**, sole owner to **Mecklenburg Bcstg. Inc.**; new corporation of which Mr. Cole is 100% stockholder; no financial consideration involved. Ann. July 18.

WBCI-AM-FM Williamsburg, Va.—Seeks transfer of 50% of stock in **Williamsburg Bcstg. Co.** from **Richard S. Cobb** and **Mary Cobb** to **Allaun Corp.**, present owner of other 50%; total consideration $52,000. Ann. July 11.

Hearing cases

FINAL DECISIONS

■ By decision, commission granted applications of Eider C. Stangland for new am station to operate on 1550 kc, 500 w, D, in Shelton, Iowa, and Charles J. Lanphier for new station on 1570 kc, 500 w, D, in Golden Valley, Minn., with engineering condition, and denied application of Minnesota Radio Co. for new station on 1550 kc, 10 kw, D, in Hopkins-Edina, Minn. Chmn. Minow not participating. June 9, 1960 initial decision looked toward this action. Action July 19.

■ By order, commission, on petition by applicant after entry into force of U. S.-Mexican Agreement, granted application of Garden City Bcstg. Co. Inc., to increase power of WAUG Augusta, Ga., from 1 kw to 5 kw, continued operation on 1050 kc, D. Action July 19.

■ By order, commission, on petition by applicant after entry into force of U. S.-Mexican Agreement, granted application of Lamar A. Newcomb to increase power of WFAX Falls Church, Va., from 1 kw to 5 kw, continued operation on 1220 kc, D. Action July 19.

■ Commission gives notice that May 17 initial decision which looked toward ordering American Telephone & Telegraph Co. to pay $14,541.21 to WSAZ Inc. (WSAZ-TV) Huntington, W. Va., for charges for use of program transmission channels between Columbus, Ohio, and Huntington, W. Va. became effective July 6 pursuant to Sec. 1.153 of rules. Action July 17.

■ Commission gives notice that May 22 initial decision which looked toward granting application of Robert R. Moore and Kenneth Williams Jr., d/b as M & W Co. for new am station to operate on 940 kc, 250 w, D, Yakima, Wash., and denying application of Rev. L. R. White, tr/as Bethany Bcstg. Co. for new am station to operate on 930 kc, 1 kw, D, in Yakima became effective July 11 pursuant to Sec. 1.153 of rules. Action July 17.

■ By order commission made effective May 16 initial decision, with certain amended findings of fact, and granted applications of Martin Theatres of Georgia Inc., to increase ant. height of station WTVM (TV) ch. 9 Columbus, Ga., from 1,160 ft. to 1,660 ft., and Columbus Bcstg. Inc., to increase ant. height of station WRBL-TV ch. 3 Columbus, from 1,290 ft. to 1,790 ft. Action July 12.

INITIAL DECISIONS

■ Hearing examiner Elizabeth C. Smith issued initial decision looking toward granting application of Tenth District Bcstg. Co. for new am station to operate on 950 kc, 1 kw, DA, D, in McLean, Va., and denying application of Seven Locks Bcstg. Co. for same facilities in Potomac-Cabin John, Md. Action July 17.

■ Hearing examiner Charles J. Frederick issued initial decision looking toward granting following applications to increase daytime power from 250 w to 1 kw, continued operation on their present frequency: 1230 kc—WBVP Inc. (WBVP) Beaver Falls, Pa., and Century Bcstg Corp. (WCRO) Johnstown, Pa.; 1240 kc—Mahoning Valley Bcstg. Corp. (WBBW) Youngstown, Ohio, and Altoona Trans-Audio Inc. (WRTA) Altoona, Pa., and James Bcstg. Inc., to increase daytime power of WJTN Jamestown, N. Y., from 250 w to 500 w, continued operation on 1240 kc, 250 w-N, all with interference condition and WCRO, WRTA, WBBW and WJTN with additional engineering condition. Action July 17.

■ Hearing examiner Charles J. Frederick issued initial decision looking toward grant-application of Coastal Tv Co. for new tv station to operate on ch. 12 in New Orleans, La. Action July 17.

■ Hearing examiner H. Gifford Irion issued initial decision looking toward granting applications of L. M. Hughey to increase power of WTWB Auburndale, Fla., from 1 kw to 5 kw, continued operation on 1570 kc, D, and Sugarland Bcstg. Co. for new station to operate on 1570 kc, 1 kw, D, in Okeechobee, Fla. Action July 14.

■ Hearing examiner Annie Neal Huntting issued initial decision looking toward granting application of Dover Bcstg. Co. to increase power of station WDOV Dover, Del., from 1 kw to 5 kw, continued operation on 1410 kc, D, engineering condition. Action July 14.

■ Hearing examiner David I. Kraushaar issued initial decision looking toward grant-application of Ben S. McGlashan to increase daytime power of KGFJ Los Angeles, Calif., from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N, with power reduced to 100 w when KPPC Pasadena, is operating; engineering conditions. Action July 14.

■ Hearing examiner Isadore A. Honig issued initial decision looking toward granting application of W. J. Harpole for new am station to operate on 1550 kc, 1 kw, D, in Canyon, Tex. Action July 14.

OTHER ACTIONS

WREA East Palatka, Fla.—Designated for hearing application for renewal of license of WREA. Hearing to be held at or near East Palatka at time to be designated later. Involves legal, technical and financial qualifications and programming matters. Action July 19.

■ By memorandum opinion and order, commission denied petition by Interstate Bcstg. Inc. (WQXR) New York, N. Y., to consolidate proceedings on am applications

PROFESSIONAL CARDS

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*ARB Continuing Readership Study

of Ulster County Bcstg. Co., Ellenville, N. Y.; Patchogue Bcstg. Inc., Riverhead, N. Y.; Berkshire Bcstg. Corp., and Grossco Inc., Hartford and West Hartford, Conn.; WBUX Bcstg. Co., Doylestown, Pa. and Interstate Bcstg. Inc. (WQXR) New York, N. Y.; dismissed WQXR petition for review of examiner's denial of continuance of hearing. Action July 19.

■ By order, commission dismissed petition by Independent Bcstg. Corp. applicant for new am station in Spokane, Wash. for enlargement of issues as to application of Bar None Inc., Dishman, Wash., since dismissed. Action July 19.

■ By memorandum opinion and order, commission granted petition by Des Plaines-Arlington Bcstg. Co., Des Plaines, Ill., to extent of reopening record in am proceedings, to accept interference showing based on 1960 census data, and remanded proceeding to hearing examiner for further proceedings consistent with memorandum opinion and for issuance of supplemental initial decision. Action July 19.

■ By memorandum opinion and order, commission granted joint petition for review of examiner's ruling by Creek County Bcstg. Co. and Sapulpa Bcstg. Corp., applicants for new am stations in Sapulpa, Okla., to extent of remanding consolidated proceeding to examiner for further proceedings to permit entire 1960 census showing to be made with respect to all of proposals and their relationship, vis-a-vis, each other and any existing stations, and for issuance of supplemental initial decision; dismissed supplement to joint petition by Creek County, Sapulpa, and applicant M. W. Cooper, Midwest City, Okla., motion to strike filed by applicant Tinker Area Bcstg. Co., Midwest City, and its request for alternative relief, and petition for review of examiner's ruling filed by Cooper, and denied Cooper's petition to accept late filing. Action July 19.

■ Commission scheduled following am proceedings for oral argument on Sept. 28: Fred H. Whitley, Dallas, N. C., and Wayne M. Nelson, Concord, N. C.; Washington State University (KWSC) Pullman, Wash., and The First Presbyterian Church of Seattle, Wash. (KTW) Seattle, Wash. Action July 19.

■ By order commission stayed effect of notice of intention to take deposition by Marietta Bcstg. Inc., in proceeding on mod. of license of KERO-TV Bakersfield, Calif., pending further review by commission. Action July 17.

■ By letter, commission denied petition by Jeannette Bcstg. Co., former applicant for new am station at Jeannette, Pa., for reconsideration of March 28 action granting applications of Carnegie Bcstg. Co. for additional time to construct station WZUM Carnegie, Pa. and for change in trans. site. Petition was denied (1) for lack of standing and (2) because loss reflected by change of WZUM trans. site is considered to be of no significance. Action July 12.

Ouachita Valley Radio Corp., Camden, Ark.; Smackover Radio Inc., Smackover, Ark.; KVMA Magnolia, Ark.—Designated for consolidated hearing applications of Ouachita and Smackover for new daytime am stations to operate on 610 kc, 500 w and KVMA to increase power from 1 kw to 5 kw, DA, continued operation on 630 kc. D; made KILT Houston, Tex., and WJDX Jackson, Miss., parties to proceeding, KVMA party with respect to its existing operation, and Federal Aviation Agency party to air hazard consideration of KVMA proposal. Action July 12.

Frank S. Barc Jr., Maricopa County Bcstrs. Inc., Maryvale Bcstg. Co., Mesa, Ariz.—Designated for consolidated hearing applications for new daytime am stations to operate on 1510 kc—Barc with 1 kw, Maricopa and Maryvale with 10 kw. Action July 12.

■ By memorandum opinion and order, commission denied (1) petition by John T. Williams, Americus, Ga., for enlargement of issues as to applicant Lynne-Yvette Bcstg. Co., Albany, Ga., and (2) motion by Lynne-Yvette seeking added issues as to applicant Williams, in proceeding on their applications for new am stations; granted Lynne-Yvette motion to strike supplement to Williams petition. Chmn. Minow concurred and issued statement in which Comr. Bartley joined. Action July 12.

■ By memorandum opinion and order, commission granted petition by Gordon A. Rogers, Vancouver, Wash., and enlarged issues to include 309(b) consideration in proceeding on its am application and that of Triple G Bcstg. Co. (KWAY) Vancouver. Action July 12.

■ By memorandum opinion and order, commission denied petition by Southside Virginia Telecasting Corp. for reconsideration of Feb. 21 denial of its previous request to reopen record for further hearing on Sept. 24, 1954 decision which granted application of Petersburg Television Corp. for new tv station (WXEX-TV) to operate on ch. 8 in Petersburg, Va., and which denied competing application of Southside. Chmn. Minow and Comr. Craven not participating. Action July 12.

■ By memorandum opinion and order, commission denied petition by WPGC Inc., for reconsideration of April 21 decision which denied its application for modification of license to change main studio location of station WPGC from Morningside, Md., to Washington, D. C. Action July 12.

Routine roundup

ACTIONS ON MOTIONS

By Chairman Newton N. Minow

■ Granted motion by Broadcast Bureau and corrected in various respects transcript of oral argument in proceeding on application of WHAS Inc. (WHAS-TV) Louisville, Ky., for cp to change trans. and ant. location. Action July 13.

By Commissioner T. A. M. Craven

■ Granted petition by Broadcast Bureau and extended to July 21 time to respond to petition by Ybor City Bcstg. Co. to enlarge issues in proceeding on its application and that of Johnson Bcstg. Corp., for new am stations in Ybor City and Indian Rocks Beach, Fla. Action July 14.

■ Granted petition by Broadcast Bureau and extended to July 19 time to file exceptions to initial decision in proceeding on applications of Kansas Bcstrs. Inc. and Salina Radio Inc., for new am stations in Salina, Kan. Action July 14.

■ Granted petition by Kenton County Bcstrs. and extended to July 11 time to respond to (1) oppositions by Covington Bcstg. Co. and Broadcast Bureau to petition to enlarge issues with respect to character qualifications and (2) opposition by Broadcast Bureau to petition to enlarge issues with respect to real parties in interest in proceeding on Kenton's application et al for new am stations in Covington, Ky., and Norwood, Ohio. Action July 11.

By Chief Hearing Examiner James D. Cunningham

■ Ordered that examiner Elizabeth C. Smith will preside at hearing on applications of San Juan Non-Profit Tv Assn. for three new tv broadcast translator stations to serve Farmington-Bloomfield Highway and Huerfano-Bloomfield Highway areas, Farmington, N. M.; hearing to be held in Farmington at time to be specified by subsequent order. Action July 11.

■ Granted joint petition by Catskills Bcstg. Co., Ellenville Bcstg. Co., and Ulster County Bcstg. Co., applicants for new am stations in Ellenville, N. Y., for approval of agreement to merge (each to have one-third stock interest in proposed newly formed corporation, conditioned that satisfactory evidentiary showing is made in hearing that actual expenses reasonably and prudently incurred in preparation, filing and advocating granting of their applications are at least equal to sums to be received by corporate officers, their assistants and public relations director of merged applicant, or, in alternative, that sums are to be bona fide payments for services to be rendered merged applicant; retained three applications in hearing status and to degree necessary to permit separate consideration of merged applicant pursuant to commission's June 26 ruling, granted leave to amend and accepted Catskills' amended application. Action July 11.

By Hearing Examiner Basil P. Cooper

■ Granted motion by applicant, cancelled July 17 prehearing conference and scheduled evidentiary hearing for July 17 in proceeding on application of Independent Bcstg. Corp., for new am station in Spokane, Wash. Action July 13.

By Hearing Examiner Asher H. Ende

■ Granted petition by WIFE Corp. insofar as it seeks leave to amend its application for am facilities in Indianapolis, Ind., which is consolidated for hearing, to reflect surrender of five shares of stock by Mr. Dunlevy, his deletion as program director designate, and to furnish responses to Sec. II of Form 301; denied in other respects. Action July 14.

By Hearing Examiner Walther W. Guenther

■ Reopened record, received into evidence applicant's Exhibit 16 (Affidavit of Hazel Rostal as to Exhibit 8, executed July 10) and closed record in proceeding on application of Central Wisconsin Tele. Inc., for new tv station to operate on ch. 9 in Wausau, Wis. Action July 13.

■ Dismissed as moot motions by respondents for continuance of hearings in matter of cease and desist orders to be directed to Charles Funkhouser and Emory Feaster, Maysville, W. Va.; hearing was, by order released July 7, continued from July 12 to July 25 in Petersburg, W. Va. Action July 11.

By Hearing Examiner Annie Neal Huntting

■ Scheduled further prehearing conference for July 25 in proceeding on am applications of Catskills Bcstg. Co., Ellenville, N. Y., et al. Action July 17.

By Hearing Examiner H. Gifford Irion

■ Granted motion by Broadcast Bureau and extended from July 17 to July 27 time to file proposed findings and to August 11 for replies in proceeding on applications of Herbert Muschel for fm facilities in New York, N. Y., et al. Action July 17.

By Hearing Examiner David I. Kraushaar

■ On own motion, scheduled conference for July 14 concerning certain allegations in Broadcast Bureau "Supplement" to appeal from adverse ruling denying Bureau's motion to quash notice to take deposition in proceeding on mod. of license of Marietta Bcstg. Inc. (KERO-TV ch. 10) Bakersfield, Calif.

By Hearing Examiner Jay A. Kyle

■ By order, formalized ruling made at July 5 hearing relative to petition by Coastal Carolina Bcstg. Corp. (WMYB) Myrtle Beach, S. C., for leave to amend its am application; granted petition to change applicant from Coastal Carolina Bcstg. Corp. to Golden Strand Bcstg. Co., Raleigh, N. C., and to incorporate by reference, without change, certain portions of assignment application; application is consolidated for hearing. Action July 12.

■ Upon request by applicant, rescheduled from July 15 to Aug. 10 date for exchange of its engineering exhibits and from July 24 to Sept. 12 for hearing in proceeding on application of Parks Robinson (WISV) Viroqua, Wis. Action July 11.

By Hearing Examiner Forest L. McClenning

■ Continued Sept. 11 hearing to Sept. 25 in Corpus Christi, Tex., tv ch. 3 proceeding. Action July 12.

■ After July 12 prehearing conference, scheduled certain procedural dates in matter of revocation of license of KWK Radio Inc. for am station KWK St. Louis, Mo., and scheduled hearing for Sept. 11 in St. Louis, Mo. Action July 12.

■ Granted petition by Broadcast Bureau and extended from July 14 to July 28 time to file proposed findings in proceeding on applications of Gila Bcstg. Co. for renewal of licenses of am stations KCKY Coolidge, Ariz., et al. Action July 12.

By Hearing Examiner Elizabeth C. Smith

■ Granted request by applicant and advanced July 31 prehearing conference to July 27 in proceeding on application of WAEB Bcstrs Inc. (WAEB) Allentown, Pa. Action July 13.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of July 18

WGUY Bangor, Me.—Granted acquisition of negative control by Louis J. Borgatti through purchase of stock from Faust Couture.

KHOB Hobbs, N. M.—Granted acquisition of positive control by Charles R. Scott through purchase of stock from Quenton K. and Elouise Crandall.

■ Granted licenses for following am stations: WEMJ Laconia, N. H., and WBSG Blackshear, Ga.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WCOU Lewiston, Me., WNBH New Bedford, Mass., WTSV Claremont, N. H., WSKY Asheville, N. C., WMOA Marietta, Ohio, KFLW Klamath Falls, Ore., WLCX La Crosse, Wis.

KVKM Monahans, Tex.—Granted license covering change in frequency; increase in power; change ant.-trans. and studio location; installation DA-N; make changes in ground system and installation new trans.

KBZY Salem, Ore.—Granted license covering increase in daytime power, installation new trans. and specify trans.

WOOW Greenville, N. C.—Granted license covering increase in daytime power.

KMA Shenandoah, Iowa—Granted license covering replacement of destroyed towers of DA system, add top-loading to all towers and make changes in ground system.

WWIN Baltimore, Md.—Granted license covering installation of auxiliary trans.

***WGST Atlanta, Ga.**—Granted license to use presently licensed alternate main trans. as auxiliary trans. with remote control operation.

WSPD Toledo, Ohio—Granted license covering installation of new main trans.

WFLB Fayetteville, N. C.—Granted license covering changes in ant. system.

WSWM(FM) East Lansing, Mich.—Granted cp to replace expired permit for change in ERP ant. height, installation new trans. and ant. and changes in ant. system.

Actions of July 17

■ Granted licenses for following uhf tv translator stations: K70CF, K74BF, K78AT, CL & O Translator Systems Inc., Canadian and Higgins, Tex.; K70CH, Translator Tv Unlimited Inc., Aberdeen, Hoquiam, Montesano, Central Park, Wash.; K70CD, Mt. Marston Tv Assn., Trego, Fortine and Stryker, Mont.

K71AV, K73AQ, K76AY Florence, Ore.—Granted licenses to cover cps replacing expired permits for uhf tv translator stations.

K70BZ Bemidji, Minn.—Granted cp to change ch. from 72 to 70; frequency from 818-824 to 806-812 mc; ERP to 588 w; type-trans.; and make changes in ant. system.

K72AY Maupin, Ore.—Granted cp to change ERP to 145 w; change type ant. and make changes in ant. system of uhf tv tranlator station.

KRNM-TV Roswell, N. M.—Granted mod. of cp to change ERP to vis. 1.8 kw; aur. 0.9 kw; change trans. and studio location; type trans.; and make other equipment changes; ant. height 70 ft.

KGNS Laredo, Tex.—Granted mod. of cp to change type trans.

WGNS Murfreesboro, Tenn.—Granted mod. of cp to change type trans.

WYAH-TV Portsmouth, Va.—Granted extension of completion date to Sept. 15.

Actions of July 14

■ Granted cps for following new vhf tv translator stations: Big Sandy Tv Club on chs. 12, 10 and 8 Big Sandy, Mont., to translate programs of KRTV-TV (ch. 3), KFBB-TV (ch. 5) both Great Falls, Mont., and CJLH-TV (ch. 7) Lethbridge, Alberta, Canada, via tv translator station K78AH Joplin, Mont.; conditions; Village of Crookston on ch. 8, Crookston, Neb. (KPLO-TV ch. 6, Reliance, S. D.), condition; Clayton Community Tv on ch. 5 Clayton, Idaho (KID-TV ch. 3 Idaho Falls, Idaho); Enterprise Tv Assn. on chs. 4 and 2 Enterprise, Utah (KCPX-TV ch. 4 Salt Lake City, Utah, ch. 10 Milford, Utah, and KUTV (TV) ch. 2 Salt Lake City, Utah, ch. 8 Milford, Utah).

KDEF-FM Albuquerque, N. M.—Granted mod. of cp to change type trans., type ant., and increase ERP to 1.65 kw; remote control permitted.

■ Following stations granted authority to operate by remote control: KFML Denver, Colo.; KANA Anaconda, Mont.; KFML-FM Denver, Colo.; Shepherd of the Hills Bcstg. Co., Bolivar, Mo.; WEFA Waukegan, Ill.; and change of remote control authority for KVLC Little Rock, Ark.

■ Following stations were granted extensions of completion dates as shown: WEFA (FM) Waukegan, Ill., to Nov. 1; W74AF Springfield Tv Bcstg. Corp., Adams, Mass., to March 13, 1962.

WMLP Milton, Pa.—Granted request for cancellation of license; call letters deleted. (Cancelled in accordance with May 3 conditional grant of voluntary assignment of cp of WARC Milton, to WMLP Inc. Call letters of WARC changed to WMLP effective July 14.)

Actions of July 13

WEZE Boston, Mass.—Granted assignment of license to WEZE Inc.

WKYB-AM-FM Paducah, Ky.—Granted assignment of licenses and SCA to The Barrington Co.

KFSB Joplin, Mo.—Granted cp to install new trans.

KFMP(FM) Port Arthur, Tex.—Granted cp to install new type trans.

WLAG LaGrange, Ga.—Granted cp to install new trans.

Continued on page 83

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING July 20

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,547	62	112	844
FM	828	64	190	131
TV	486	58	88	98

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING July 20

	VHF	UHF	TV
Commercial	466	77	543
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC April 30

	AM	FM	TV
Licensed (all on air)	3,531	795	486[1]
Cps on air (new stations)	41	71	55
Cps not on air (new stations)	153	210	92
Total authorized stations	3,725	1,076	644
Applications for new stations (not in hearing)	541	73	26
Applications for new stations (in hearing)	198	22	54
Total applications for new stations	739	95	80
Applications for major changes (not in hearing)	513	53	39
Applications for major changes (in hearing)	205	5	16
Total applications for major changes	718	58	55
Licenses deleted	0	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

Open new markets by originating programs away from the studio with a Marti Remote Pick-Up Transmitter and Receiver. Transmitter and associated equipment easily installed in a car. Sold exclusively by your Collins Broadcast Sales Engineer. Call him for a demonstration.

COLLINS

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transmitter features: frequency response ±3 db, 75-7,500 cps • RF output 15 w,• frequency 152-172 mc • 2 audio inputs adjustable for 50, 150, 250, 600 ohms • input level —70 db • noise level better than —45 db • distortion less than 3% • power requirement 120 v ac, 140 w • receiver features: frequency stability ±0.0005% with crystal oven • audio output +4 dbm at 600 ohms • sensitivity 0.6 microvolts or less for 20 db quieting • spurious response attenuated at least 100 db. For further information contact your Collins broadcast sales engineer or write direct.

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- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Manager strong on sales with programming experience for fm station southwestern state. At least three years sales experience. Box 826F, BROADCASTING.

Colorado opportunity for country and western daytimer manager. Capable of putting new 10kw on air. High interest in civic affairs. Must be good salesman and administrator and know all phases of station management. Good salary and generous share of net profit. References must be excellent—a real opportunity for right man! Box 304G, BROADCASTING.

Manager wanted for WVMI, Biloxi, Mississippi 1000 watter on 570. Studio in Trade Winds Hotel located on beautiful Gulf Coast in center of one of the fastest growing markets in the south. Must be strong on local sales. Send complete resume to Ed Holliday, New South Radio Network, Box 528, Meridian, Miss.

Sales

Dominant No. 1 station in metropolitan 300,000 midwest market opening for aggressive salesman. Send complete resume to Box 952F, BROADCASTING.

New Jersey—excellent opportunity for good producer. Multiple chain, top New Jersey indie. Box 265F, BROADCASTING.

Opportunity in large Texas market for energetic, persuasive radio salesman. Box 275G, BROADCASTING.

Radio station in Sacramento opening due to promotion in radio time sales department. At least one year's radio time sales experience, hard working, hustler and positive thinking. Strong market—strong station. $500 per month guarantee. Commission from 15 to 25%. Submit brief resume, present billing to, Box 300G, BROADCASTING.

Account executive. Medium eastern market. Top 24 hour station in market. Good opportunity for reliable career minded sales executive with radio-tv chain. Start soon. Contact Box 371G, BROADCASTING.

West coast, medium market, salary plus incentive. Box 365G, BROADCASTING.

Will have opening soon for sales manager. Good opportunity for right man interested in radio sales and in becoming a part of the community. Contact Clint Formby, Owner, KPAN, Hereford, Texas.

Move up now! Staff expanding! KGNO and KTVC need mature, stable, experienced personnel. Competitive market, first class facilities, dominant stations in western Kansas. if you can produce, we want you! One television salesman, and one radio salesman—aggressive, creative. Get in on ground floor of top-notch sales organization—assume current accounts. Company car and other benefits. One television announcer and two radio announcers: No kids! Area has all the screaming and deskpounders it can handle. TV man must do news-weather on and off camera. Radio man must work own board; be alive on copy and ad-lib. One copywriter: Accept responsibility, write intelligent copy. Excellent pay and future for hustlers. We're interviewing now. Send resume to: Wendell Elliott, General Manager, KTVC-KGNO, Box 157, Dodge City, Kansas.

Help Wanted—(Cont'd)

Sales

In Michigan's leading market for business activity, daytime net affiliate adding salesman, 25-35, with at least 2 years experience. Salary plus commission. Michigan-Indiana men preferred. Personal interview required. Contact General Manager, Mr. Butler, WKLZ, Kalamazoo.

WBOW, Terre Haute, Indiana, and **WHUT,** Anderson, Indiana, have openings for two salesmen. Chance to move up fast. $500.00 a month. Exceptional opportunity when you prove yourself. Write: Triple I Radio, 1545 Waukegan, Glenview, Illinois.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Announcers

Mature, experienced radio announcer wanted for outstanding Michigan station. Variety programming for the family, middle of the road music. Employee benefits, excellent working conditions, progressive station. Send complete details, including salary range, to Box 128G, BROADCASTING. Personal interview in Michigan required before position is filled.

Needed . . . a good commercial announcer with a minimum of 2 years experience. Willing to start at $85 for a 48 hour week with regular raises. Opportunity for advancement. Medium sized eastern Pennsylvania market. Personal interview necessary . . . but first, send tape and resume to: Box 177G, BROADCASTING.

Progressive group station in eastern Great Lakes area has immediate opening for bright, sharp young morning man. Experience a necessity. Better than average salary. Send tape and resume to Box 190G, BROADCASTING.

Young, mature announcer, versatile, willing to follow format, but who also is idea man and can be asset to new, growing station in a two station market. Send tape, background in first letter. Box 222G, BROADCASTING.

Wanted . . . announcer with mature delivery for metropolitan southwestern market. Must have well rounded experience enabling running good tight informal disc show. Looking for personality, not screaming meemies. Reply sending tape, references, etc. to Box 251G, BROADCASTING.

Experienced morning man with sales interest wanted. Good pay for right man. Pleasant living, middle of road music. Send tape, resume and minimum at once. Box 258G, BROADCASTING.

A leading major market group operation needs a top-notch D.J. September 1. Outstanding opportunity for the right man. Experience in modern radio in at least a medium-sized market necessary. Send complete resume and air check. Sorry, no tapes returned. Box 264G, BROADCASTING.

Network affiliate in Huntington, West Virginia, looking for intelligent, funny, capable, imaginative, creative, lively announcer. Send tape and complete information. Box 269G, BROADCASTING.

Twenty to thirty year old radio announcer wanted for adult station. Good southeast market. Bright, enhusiastic but mature. Send tape, resume, and picture to Box 274G, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

First class ticket. Personality. Adult radio, modern and country-western music. Metropolitan, southwestern market. Box 279G, BROADCASTING.

If you are a good versatile sports announcer and you can run a great dj show as well, mail us your proposition along with tape, resume, and photograph. Box 289G, BROADCASTING.

Alert first phone personality for adult programming with tight production. Modern station and equipment, including cartridge tapes. Pleasant midwestern city with good climate. Excellent schools and hospitals. Living accommodations available if desired. Salary open. Air mail tape, photo, resume to Box 299G, BROADCASTING.

Opportunity unlimited for bright, mature, experienced personality, dj, no prima donnas. Ground floor in new midwest station. Salary to match qualifications. Rush tape, resume. Box 303G, BROADCASTING.

Morning man. Central N. Y. 75,000 market. Mature voice. Experience mandatory. Prefer morning experience. Run board, tape recorders. Must be able to read well. Good pay. Send tape, resume to Box 306G, BROADCASTING.

Morning man with personality for top rated Boston top 40 radio. Rush tape, resume, Box 962F, BROADCASTING.

Big opportunity in America's 6th biggest market for experienced dj. Must be bright, a swinger, understand modern radio, tight production. Tape, resume. Box 965F, BROADCASTING.

Combo announcer—first phone with ability and experience for Florida west coast station opening soon. Prefer mature, family man capable of tight production, adult programming. Aggressive chain organization, security. Send full details. Box 359G, BROADCASTING.

Modern, popular music, experienced for Pacific northwest. Send tape. Box 364G, BROADCASTING.

Indiana medium market opening—Solidly experienced announcer with programming know-how and production talent. 1st ticket would help but not essential. Box 366G, BROADCASTING.

Announcer of high calibre desired by adult midwest radio operation. Mature, resonant voice and completely professional delivery required. Some board work, much recording. If you're interested in a permanent position, this quality am-fm-tv in a university city can offer excellent potential. Tapes, photos and resumes considered and returned immediately. Box 373G, BROADCASTING.

Announcer with first ticket for adult music-news station. Modern, but not "top 40." $130 per week. Send details and tape. KIDD, P.O. Box 1070, Monterey, California.

Pulse rated number one station in major Nebraska market expanding staff. Needs "newsman-DJ and copywriter-dj." We're top 50 tight production . . . promotion minded station growing with growing city of 150,000. Write or call Mike Korgan, P.D., KLMS, Box 1804, Lincoln, Nebraska. IV 9-3855.

Expanding staff. Announcer for 1 kw daytimer. No top 40. Must have experience, good voice, and record that can be checked thoroughly. Send tape, photo, and resume. Radio Station KSIS, Sedalia, Missouri.

Help Wanted—(Cont'd)

Announcers

Staff announcer by August 15—2 years experience, able to handle news and records and occasional special events. Send tape, personal history, and salary requirements to: Paul Rahders, KSDN, Aberdeen, South Dakota.

Wanted: Announcer with at least 2 years commercial experience for general announcing, including recording production spots. Seek a man from this region with ability and desire to join the staff of one of North Carolina's most modern am-fm stations! Personal interview required. Send photo and full background to: Clay Cline, WDBM, Statesville, North Carolina. Telephone 872-2455.

Morning man with personality. Network voice, ability to talk, exceptional news delivery. Top dollar for top man. Send tape, photo and resume to Ken Gordon, Manager, WFTR, Front Royal, Virginia.

Immediate opening. Announcer-salesman. $70-75—15%. Tape to Clint Morse, Manager, WICO, Salisbury, Maryland.

Move up to the #1 rated station in one of New England's biggest markets. Above average pay for above average top 40 format deejay. Rush tape and resume to: Jim Mack, WJAB, Portland, Maine.

Wanted first phone dj by September 1. Maintenance and daytime air shift. Must be able to swing. Salary open. Send tape and resume including references to P.D., WSSB, Durham, N. C.

Wanted: Announcer, must be able to read news Joe Phillips, WSSO, Starkville, Mississippi.

Wanted for August 1 employment. First class engineer and announcer. Contact Victor A. Michael, WTTC Radio, Towanda, Pennsylvania.

Rand Broadcasting Company — WINZ, Miami, WINQ, Tampa, WEAT, WEAT-TV, West Palm Beach, Florida. Looking for the best—music men and newsmen. Send tape, picture and background to Dick Doty, Vice President, Rand Broadcasting Co., Biscayne Terrace Hotel, Miami, Florida.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Competent combo chief engineer for strong single station full-time midwest college community of 25,000. Box 173G, BROADCASTING.

Chief engineer for Florida west coast station opening soon. Supervise installation. New equipment. Must be capable and thoroughly experienced to assume full operation of am directional daytimer. Right man can become key associate in aggressive chain operation, offering secure profitable future. Send resume and references to Box 358G, BROADCASTING.

Chief engineer with or without announcing. 250 watts daytime. KLUV, Haynesville, Louisiana.

Immediate opening for chief engineer. Must be experienced and capable of maintenance, engineering duties only. KPEL, Lafayette, Louisiana.

Wanted for August 1 employment. First class engineer and announcer. Contact Victor A. Michael, WTTC Radio, Towanda, Pennsylvania.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production—Programming, Others

New Illinois daytimer needs newsman to establish news department. Must gather, write and broadcast. Send tape, resume and pix to Box 175G, BROADCASTING.

Wanted, experienced copywriter for midwest network radio and tv station. Salary commensurate with ability. Box 247G, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Young and enthusiastic newscaster who wants to learn in hot news department for adult newspaper connected station. Send tape, resume, and picture to Box 273G, BROADCASTING.

The pay—$150 weekly. The location—The South Atlantic states. The job—Programming and Production. The requirements—1. You must be worth the money. 2. You must have good background and references. 3. You must be creative and aggresive. Send —Air check, photograph, and references to: Box 288G, BROADCASTING.

Production director for western Pennsylvania. Adult programmed daytimer. Substantial pay and advancement opportunity for good announcer with first phone and some news training or experience. Personal interview necessary. Send resume and tape to Box 330G, BROADCASTING.

News director radio-tv combination. Must be able to handle move and still camera. References required. Top small market station close to world's best fishing, hunting, skiing and other outdoor sports. Salary open, send complete resume, picture, etc. to Gordon Glasmann, KLIX Radio-TV, Twin Falls, Idaho.

Newsman. Gather, write, report local news. Other abilities considered. Send tape, photo and resume to Ken Gordon, Manager, WFTR, Front Royal, Va.

Production opening. WIRL Peoria, Illinois. Must be capable of writing, producing, and delivering highly produced announcements. Call Howard Frederick.

Full tuition in exchange for 20 hours weekly office work. Nat. Academy of Broadcasting, Washington 10, D. C.

Half-time graduate assistantship available September, involving supervision of news programming, and performance, on 5kw fulltime am station. Graduate work leads to M.A. or Ph.D. Resume, tape required promptly. School of Journalism, University of Iowa, Iowa City.

RADIO

Situations Wanted—Management

All-around radio man—can make your profits climb. Northeast. Box 184G, BROADCASTING.

General manager of highly successful major market radio station, earning $25,000.00 on percentage net profit and salary, is ready to step up the ladder. Six years with present company, station success due to quality programming and personal local and national sales and supervision. Station has achieved a prestige, community service image and is a local "Must Buy." Wire to Box 207G, BROADCASTING.

Going up! Assn't or sales management—and operations manager—8 years in Broadcasting—experience—all phases young, aggressive, university graduate radio-tv-$650. Box 256G, BROADCASTING.

Twenty years outstanding success radio sales and sales management. Top industry references. Available for location Chicago or west. Box 292G, BROADCASTING.

General manager or sales manager: Currently employed as national sales manager in major midwest market. This position being eliminated due to station reorganization. Excellent reputation based on 13 years experience ranging from local radio sales, merchandising, a 7-year period as a national sales representative, to my current position from which I earn a five figure income. Unqualified character recommendations and a personal resume available upon request. Family man, no objection to limited travel, willing to relocate. Employers know of this ad. Box 297G, BROADCASTING.

President of solid consulting business, industry known. Will personally manage dog, or new station on year contract. Medium to large market. Anywhere USA or Canada. Flat fee. Box 369G, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Assistant manager. Knows traffic, copy, programming, first ticket. Best detail man in the business. 15 years experience. Box 375G, BROADCASTING.

Sales

Executive—experienced as sales manager and program director of am and fm stations, seeks management position with good music station. Box 322G, BROADCASTING.

Announcers

Veteran, seeks start in radio all phases, 27, single, sincere, college: Two years radio, two liberal arts, jolly sounding, resume tape available, $55 take home. Box 947F, BROADCASTING.

Soft-sell announcer looking for afternoon or all-night personality or news opening. Broad music knowledge. Can gather and write news. Married. B.S. degree in radio-tv. Experienced. Box 112G, BROADCASTING.

Announcer-sales: Plenty of experience, family, sober, good prod, good sound. Prefer small to medium market in southeast or central U.S. Can invest. Box 170G, BROADCASTING.

Announcer-writer. 5 years one station. Prefer warm, healthy climate. Box 185G, BROADCASTING.

8 years experience—Sports play-by-play pd and staff, college graduate, 27, family, finest references, permanent and employed. Box 196G, BROADCASTING.

Top announcer-dj, 1st ticket, literate, wants late or all night show—classic, good or country-western, no rock. Box 208G, BROADCASTING.

School of Broadcasting and Announcing graduate, thoroughly trained, some experience. Box 209G, BROADCASTING.

Experienced first phone announcer seeks Texas or Oklahoma daytimer. Family. Box 224G, BROADCASTING.

Young ambitious announcer, dj negro, college, broadcast school, marry soon. Box 255G, BROADCASTING.

Gal announcer—Enthusiastic, personable broadcasting school graduate seeking start. Willing trainee for sales. Versatile background. Pic, tape, details. Box 265G, BROADCASTING.

Announcer—14 yrs. experience. Polished, network type. No screamer. All phases. Voice with a smile. Tape on request. Box 267G, BROADCASTING.

Chief announcer of radio news service seeks change to small station as disc jockey. Married, run tight board. Box 278G, BROADCASTING.

Pleasant relaxed for adult audience. 4 years experience. Knowledge tasteful music. Box 280G, BROADCASTING.

After seven years of domestic and international reporting, 30-year old radio-tv journalism graduate would like university post and chance to work toward higher degree. References include top power stations in U. S. and three years European reporting. Secondary college major was in education. Box 283G, BROADCASTING.

Recent college graduate school radio. Will travel. Talented. Dependable, vet. Salary unimportant. Box 284G, BROADCASTING.

Disc jockey—experienced tight board. Bright sound. Box 285G, BROADCASTING.

Crisp news—Informative, experienced. Board operator. Box 286G, BROADCASTING.

Young announcer, married, experienced, reliable. Traffic, copywriter. Box 290G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Available July 22, 1961, personality dj with relazed, humorous manner. Now employed by non-personality station. Would like morning or afternoon shift. Perfect working record for 18 months in 2 stations. Potential. Boston area or New England only. Box 291G, BROADCASTING.

Sportscaster. Experienced play-by-play, interviews, horseracing. Varied sports background. Box 294G, BROADCASTING.

Sterling personality 'round the clock. News—pen, air. Basic working newsman. Adult staff, secondary. Box 307G. BROADCASTING.

Announcer, dj, news, board operation. 6 months on air. Radio school graduate. Married with child. 4F. Box 317G, BROADCASTING.

Can do up-'at 'em show for adult weightlifters (am) and ironworkers (pm). Will do field work. Tenure-growth potential. Box 308G, BROADCASTING.

Staffer-combo experience in large northeastern market, now a student, seeking weekend employment within 200 miles of Boston. Box 323G, BROADCASTING.

Emphasis public affairs, minimum staff. Community network or UPI audio—35,000 market. To share in growth. Box 309G, BROADCASTING.

27, single, USCG officer, teacher, traveled, some public speaking, B. S. engineer, wish to begin and learn all phases, prefer west or D. C., able to begin early September. Desire $4000-$5000. Box 325G, BROADCASTING.

Direct or join news team. Top tape editor. Genuine personality. Can serve as daybreak man—adult staff. Box 310G, BROADCASTING.

Better than average announcer. Versatile, nine years experience. Commensurate salary. Box 327G, BROADCASTING.

"News from there to Hear:" Write, edit, (and tape) report public affairs (tape, mobile) double staff. Box 311G, BROADCASTING.

Young announcer—not screaming r&r man, seeks staff job in New York state or Connecticut, tape, resume on request. Box 332G, BROADCASTING.

Air, personality, experience, married. Want to settle down. Tight board. Happy sound. Box 333G, BROADCASTING.

I'm quality dj-announcer. I want good market-good pay. I work wonders with "mike." Box 334G, BROADCASTING.

Sports director doing two shows daily on tv finest references. Box 367G, BROADCASTING.

Gal announcer, employed with 5 kw network affiliate, wishes to relocate. Experienced in general air work-women's programs, production commercials. Box 374G, BROADCASTING.

First phone combo. Beginner, some experience. Call me at GI 8-2656 or write: Keith Allgood, 11228 Remer St., El Monte, California.

Now! Radio/tv—Combo-mature personality, rich voice—news—any music above r&r. Reliable, sober veteran. Salary open. Present writing assignment precludes over 3 to 4 hours day or nite. Regular shift this fall if equitable tape, photo. P. O. Box 6986, Dallas, Texas.

Two years experience, 22, veteran, college Wishes to relocate by Sept. 1. Top references, and presently employed. Appreciate a listen. Tape, resume, photo. Wayne Baldwin, 1120 Gerald Ave., Missoula, Montana.

Announcer, first phone, will travel. Solomon Brown, 5950 North 16th Street, Phila. 41, Pa., HA 4-6510.

Staff announcer, college, experienced, good-music background, first phone. Coletti, 5652 A Carlton Way, Hollywood, California, HOllywood 5-0905.

Situations Wanted—(Cont'd)

Announcers

Combo-summer fill—3 to 4 hours day or nite. Anywhere. Tape, photo. P. O. Box 6986, Dallas, Texas.

Stop—Look no more! Here is a deejay-production and program director who has 6 years experience in modern radio. Married with service obligation completed, looking for a home in a medium or large market. The past three years has had a #1 Pulse rating in a medium market, no prima donna. $135.00 per week minimum. Interested? Call or write F.M., 9 Claremont Avenue, Maplewood, N. J. Tel. SO 2-7577. P.S. Will travel anywhere.

$125.00 minimum—8 years radio—married—pd. or dj. Prefer midwest. Have worked small and metro markets. Call or write Bob Morrison, % Ted Smith, Crockett, Texas, phone KI 4-7452.

Staff announcer, first phone, board operator 21, have car. No drink, no goofoff. Prahl, 421 19th St., Laramie, Wyo. FRanklin 5-9100.

Dis-jockeyess—Would like to radiate my "femme fatale" atmosphere from your tower (s) for a captive listening audience (s). Also am engineeress with 1st phone, but no maintenance, please. Vital statistics: 36—(WPM typing). 24—(Times 4-96—temperature when I'm on air). 36—(Size chair I need for console operation). Contact Susan Sell, 4017 Parkside Drive, Dallas, Texas.

Beginner, first class FCC license, desires immediate employment. Would like to train for announcing. Joseph C. Urso, 5151 Monticello, Dallas, Texas.

Veteran announcer. Solid background: news, music, production, copywriting, administration. No loafer. $5,200 a year minimum. Must see your station first. Midwest only. Write Tim Spencer, 811 Division, Creston, Iowa .

Technical

Chief engineer—experienced am-fm-construction, installation, maintenance—directionals and proofs. Box 217G, BROADCASTING.

Chief—Heavy maintenance, some announcing. 20 years am, fm, tv, currently employed top power directional am. Family man. Want rural or suburban location. Albany, N. Y. State 5-8433.

RCA grad, first phone, ham, 21, need start, good voice, resume, write: Joseph Bonczek, 125 Nutwood Avenue, Middlesex, New Jersey.

First phone-beginner and ready to learn your method of operation. Will consider any area. Dependable, references. Contact Jim Crandall, 3929 Lively Lane, Dallas, Texas.

Beginner, first class FCC license, desires immediate employment. Willing to learn. Don Hoff, 3144 Hudnall, Apt. D., Dallas, Texas.

Production—Programming, Others

Experienced newsman wants sports opportunity. Journalism graduate. Box 917F, BROADCASTING.

Program director . . . Looking for opportunity to grow. Fifteen years experience in all pnases, block to formula. 1st phone, married. Best references. No drifter, five years in present position. College with B.A. in English and speech. Box 946F, BROADCASTING.

Newsman — Reporter-writer-newscaster, 9 years experience police, court, education, political, government news reporting. Features and commentary. Professional delivery. College. Interested radio and/or television. Box 125G, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Farm director, 4 years radio and television farm programming. Have built farm department from scratch for 5 kw full timer. Member NATRFD. Desire well established station with or without farm department. Excellent references. Prefer midwest location. Box 172G, BROADCASTING.

Newsman, 26, married, college graduate, degree in radio and television. Desire move to larger market with adult sounding station. Box 242G, BROADCASTING.

Imaginative personality with nationally important station seeks competitive programming slot. Box 276G, BROADCASTING.

13 years radio. Former program director, sports reporter-staff announcer. Brief tv experience. Booth announcer, film editing, copy. Some public relations, family. Want to relocate Arizona or west coast in any capacity relative to radio-tv background. Box 281G, BROADCASTING.

Newsman, now with top rated Washington station, desires to relocate. Seeks opportunity with enterprising tv/radio operation. 28, single, veteran. Salary open. Box 293G, BROADCASTING.

Top-rated morning man-program manager, with first phone. 5 years present position; 15 years total experience, including 50kw. College degree in journalism, news experience includes network assignments. Warm, friendly, sincere on-the-air personality, radio and television. Minimum $150.00 weekly. Box 296G, BROADCASTING.

Live wire announcer with first phone desires midwest or eastern metropolitan market with adult music. Strong authoritative delivery. Tape, resume. Box 305G, BROADCASTING.

Good man behind your mike? Good public affairs? Good in-the-field reporting? Good tape editor? Good adult loyalty? Give this box a good shake. Box 312G, BROADCASTING.

Increase your share of the market with dynamic, imaginative copy! Creative, experienced continuity director of top station will relocate. Better copy means better sales! Write today! Box 314G, BROADCASTING.

Program and/or sports director. College graduate. 9 years experience, all phases. Desire permanent position with stable organization. Best of references. Box 315G, BROADCASTING.

Young news director in one station market seeks advancement to assistant N.D. or news staff of larger operation. Married, 24, college grad, 4 years in broadcasting, 2½ in present position. Box 318G, BROADCASTING.

$5,800., plus earned increments. Basic working newsman. Capable in performance of: writing, editing, (tape to) beeper, outside broadcasts, field work—tape and mobile. Head or join news staffers. Box 313G, BROADCASTING.

Sports director . . . Ten years radio and tv. Excellent play-by-play, commentary, reporting with authority and personality. Presently employed NYC. Nationally known references. Box 319G, BROADCASTING.

Highly creative production man. Excell at programming and producing spots and station promotion. Competent announcer. College. Four years experience. Presently employed. Box 321G, BROADCASTING.

Newsman, 10 years of know-how, includes writing, editing, on-the-scene reporting. Tape, references, resume. Box 328G, BROADCASTING.

Aide-de-camp to top creations man whose ability and position commands respect coordinating details in publicity, promotion, public affairs and news. Box 335G, BROADCASTING.

Program director and top production man, available August 1st. One of the original top 40 program directors, but knows all types inside and out. Currently employed in major market. Nine years experience. Box 380G, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Newsman-announcer, 23, college graduate, married. Announcing experience, tv, work with major wire service. Seeks Boston to Washington, D. C., position with radio-tv or tv. $125 minimum. Resume, tape, photo, references. Box 361G, BROADCASTING.

Aggressive, experienced news director heavy on gathering, writing and broadcasting local and regional news. Mature adult voice with firm, factual approach. Top news rating past four years. Also do radio editorials. Married, stable, dependable, references, age 39. Permanent. Any state. Bob Barry, 328 N. 6th St., Olean, New York. Phone FR 2-1119.

News director 50 kw independent with ten-man staff. Now earning $800 month. Network trained. Major market experience. Well-grounded in news profession. Will be teacher as well as director for your staff. Air personality based on mature judgement backed by instinct for procuring incisive actuality tapes. Strong community affairs man and local newsbeat reporter. Age 39. Married. Children. Seek challenging opportunity. Address: Dave, 20030 SW 106 Avenue, Miami 57, Florida, or phone CEdar 8-0193.

TELEVISION

Help Wanted—Management

Sales manager-general manager, established uhf, top network, good market. Definitely not a soft but sound opportunity with appropriate salary plus profit sharing on attainable increases. Sales effectiveness primarily important but well rounded experience desirable. Please give detailed information including salary requirements first communication which will be handled discreetly. Box 123G, BROADCASTING.

Sales manager vhf station. Opportunity to become general manager. Fine chance for young, active sales manager to go forward with multi-owned station. Sales effectiveness important. Write Box 357G, BROADCASTING.

Sales

Exceptional opportunity for effective, persuasive salesmen large southwestern vhf. Box 246G, BROADCASTING.

General manager—sales manager. Unusual opportunity for capable sales manager television experience to become general manager vhf station. Write Box 356G, BROADCASTING.

Announcers

Wanted—Announcer with strong accent on sports for "on-camera" air work. Fine opportunity with expanding vhf station in east. Send resume, photo and tape immediately to Box 287G, BROADCASTING.

Opening for staff announcer. Prefer good radio man wanting start in tv. Rush tape, photo, resume, salary to John Turner, KTVE-TV, EL Dorado, Arkansas.

Sports conscious station seeking aggressive sportscaster to head up newly established sports dept. Send tape, photo or 16mm film clip to WLUK-TV, Green Bay, Wisconsin. Att: R. Grandle.

Technical

Growing western max-power vhf station needs ambitious studio engineers and qualified transmitter engineers for mountain top transmitter. Write stating age, training, experience, and salary requirements. Excellent location and opportunity for stable men. Box 118G, BROADCASTING.

TV engineer, good character, best technical qualifications for Texas vhf. Box 245G, BROADCASTING.

Production—Programming, Others

Young, aggressive, professional reporter-newscaster wanted for major news operation in midwest. Box 331G, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

News director for midwestern vhf. Strongly emphasize community service. We are looking for a well-schooled journalist with broadcasting experience. Some on-the-air work, but primary responsibilities will be preparing newscasts, documentaries, and supervising reporters and photographers. Submit picture, tape or SOF, qualifications, and salary requirements first letter. Box 191G, BROADCASTING.

Northeast 50 kw clear channel needs news director for large news department. Quality programming, modern facilities and prestige position in this large market makes this an outstanding opportunity for the right man. Job will include air work on major newscasts. At least five years experience essential. Good pay and company benefits. Send complete resume, tape of air work and recent photo. Box 368G, BROADCASTING.

Major east coast market needs well-rounded news editor. On the air and news room experience imperative. Send resume or audio tape, picture, references and full details to Box 370G, BROADCASTING.

Film director, experienced shipping, editing, ordering, selection: photography & darkroom still & motion picture. Opportunity growing etv station. Include photo and salary. Contact H. H. Riddleberger, WEDU-Channel 3, Tampa 5, Florida.

Experienced newsman—Leading television-radio operation has opening for assistant to news director thoroughly grounded in gathering, filming, writing and presenting news on air. WSAV Radio-Television, Savannah, Georgia.

News reporter-photographer-writer for well-equipped progressive 4-men news staff, beginning August 15. Apply Jack Williams, News Director, WTVD, Durham, N. C.

TELEVISION

Situations Wanted—Management

Top sales manager. Presently with medium number one am-fm-tv market. 7 years national network experience—seeks (better move) as general manager or sales manager. Box 372G, BROADCASTING.

Announcers

Good announcer, good appearance. Thirty-two years old. Looking for television opportunity. Nine years radio. Limited television. Box 326G, BROADCASTING.

Production—Programming, Others

Director—Stage manager, 6 years experience production. College grad, will relocate. Resumes available. Box 148G, BROADCASTING.

Program director. Seasoned tv executive desires major market opportunity. Successful tv and agency background. 10 years. Married. Employed. Box 194G, BROADCASTING.

Director, 34 CBC-TV experience, four years all phases, desires creative tv position on east or west coast. Box 205G, BROADCASTING.

Director, production manager, program director or operations manager. Eight years radio-television. Excellent references. Minimum $160. Write Broadcasting, Box 268G, BROADCASTING.

ETV production manager desires news or production position in commercial tv. Experienced all phases live, film, vtr production and direction; including lighting and staging. AB Degree, 28, married, veteran. Resumes available. Box 282G, BROADCASTING.

Young woman with Master's in radio-tv and 5 years experience wants new opportunity in public relations, programming, news and public affairs production or etv. Box 302G, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Television copywriter. Solid experience with prestige N. Y. agency, major eastern and west coast stations. 1960 award winning commercial. Network and local public information features and documentaries. Highly successful sales development campaigns for national advertisers. A.B. degree. 27. Geography unimportant. Box 298G, BROADCASTING.

FOR SALE

Equipment

Used 50 kw transmitter. Western Electric type 407A-4 in good condition with spares. Priced at less than one-fourth cost of new transmitter. Can be handled with as little as 10% down. Box 192G, BROADCASTING.

Gates Studioette, one year old, in excellent condition, by mid-western college radio station. The ideal thing for that recording studio. Make an offer. Box 261G, BROADCASTING.

Clean G. E., 3kw fm transmitter ready to go on air, bargin at $3000. Box 295G, BROADCASTING.

Used broadcast equipment. Comworks. Been replaced by new. Reasonable. Box 486, Spartanburg, South Carolina.

One used 280' galvanized heavy-duty guyed tower, lighting, antennas included. Excellent condition. Price. $1800.00. Call Union 9-3932. Minneapolis, Minn.

RCA dual channel BC 6A serial no. 1155 used 3 years—good condition—spare circuit boards and some spare tubes. $800 fob—too large our operation. KDLR, Devils Lake, No. Dakota.

Serrasoid multiplex exciter type 936, $1000.00. Fairchild turntable #530A, 3-speed, $200.00. ENT WOW and Flutter meter, $400.00 Schaffer remote control unit, model 400-R, $1200.00. Western Electric 506-B fm transmitter and parts. WBAI, New York 16, New York or phone OXford 7-2288.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

Changing to 4½" cameras. For sale reasonable one Universal and two studio Zoomars presently in use on RCA TK11 cameras. Excellent condition. WTIC-TV, Hartford, Connecticut.

Attention: Brand new, uncrated fm equipment priced 25% off for immediate sale. All or any part of the following items: One Jampro 2 bay antenna. One relay rack Bud RR 1248. One Conelrad receiver. One 1⅝" Spiroline #611625. One #85-1625 (transition from Spiroline to antenna). One #124-1625 fitting at transmitter end of transmission line. One #811-825 (transition to EIA flange). One #500-825. 1⅝" Gas Barrier. One RC-1A remote control equipment. One RCFM-1A amplifier. One Elbow #494-815. One Reel. Call or write Walter D. Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Telephone: DRake 4-0107.

Am, fm, tv equipment including monitors, 5820, 1850A p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Interested in buying small, full or daytime A. M. station in mid-central or midwestern states. Box 260G, BROADCASTING.

Responsible party wishes to buy or lease with option to buy small market radio station. Box 270G, BROADCASTING.

WANTED TO BUY

Equipment

5 kilowatt transmitter. Specify parts, if any. Also automatic spot recorder/player. Box 174G, BROADCASTING.

Cash for used uhf transmitter, one kw or greater power, and film chain with projectors for new educational-tv. Write Box 203G, BROADCASTING.

Minnesota college radio station needs late model 7 or 8 channel audio input console by September 1st. Also need RCA 44. 77, or similar microphones. Box 262G, BROADCASTING.

Ampex, autofonic, audiomation, etc., 8 hour tape players. Box 263G, BROADCASTING.

"Complete line videotape studio and mobile equipment. List items and prices by mail to Keith Price, 7115 Hillcrest Road, Alexandria, Va."

50 kw transmitter perfect condition. Write or wire Radio Programs de Mexico. Mr. Homero Rios D. 109 Bucareli St., Mexico 6, D. F.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in six weeks or less. This is the Hollywood "miracle" school. Highest success percentage in the nation. Instruction eight hours a day, five days a week. License guaranteed for tuition of $300.00. No added charge for added time if needed. Pathfinder, 5504 Hollywood Blvd., Hollywood, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting (August 30-Closed) October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School. 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Announcing: Correspondence certificate course with manuals voice and writing lessons, recording and tape. Also self-study unit. America's pioneer broadcasting school, National Academy of Broadcasting. Washington 10, D. C.

Announcing, programming, console operation. **Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.**

MISCELLANEOUS

"**Prophet Willett** please send address to Box 271G, BROADCASTING."

MISCELLANEOUS

Man and wife, forty years old. Refined, executive ability, personality. Now in twelfth year operating successful radio station, of which we are part owners. Child ready for college and we are considering a change in locale. Twenty years in radio, orchestra leader, publicity, State Association officer. We know every phase of radio and are good salesman or public relations people. Financially sound. Open to suggestions. Prefer Florida or North Carolina. Will travel east coast as representatives of associations or industry service organizations. Box 324G, BROADCASTING.

Professional air checks of Atlanta stations are available: Plough, Esquire, WAKE, etc. half hour: $5.00. Hour: $7.50. Send tape: Al Cohen, 1400 Woodland Hills Drive, N.E., Atlanta 5, Georgia.

Paying $1,000.00 yearly for 30 minutes daily ($500 for 15 minutes). Pay in advance by month. 2 weeks cancellation clause. Gospel Broadcasters, Schell City, Missouri.

Yocks for locks! Laugh-tested comedy material. Write for free listings. Show-Biz Comedy Service (Dept. DJ2). 65 Parkway Court, Brooklyn 35, New York.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

BUSINESS OPPORTUNITY

Capital wanted ($25,000) for 25% of stock. For additional equipment and operating expenses. Top 10 market, new class B. FM, high power, excellent potential. May participate in management. Box 316G, BROADCASTING.

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

RADIO

Help Wanted—Management

MANAGER AUDIO PRODUCTS

Sales engineering department of top broadcast equipment manufacturer specializing in audio equipment and audio systems has immediate opening. Applicant must be thoroughly experienced in detailing and layout of studio and transmitter audio facilities and remote control. Transistor experience is a must. Experience in audio equipment sales or manufacturing helpful. Send complete resume, photo and salary requirements with first letter. All replies confidential.

Box 162G, BROADCASTING

Help Wanted—(Cont'd)

Management

If you are thoroughly experienced in country and pop music and have managerial and sales ability you may be the man to manage the satellite studio of our station in the valleys of Virginia. This opening is not definite at the moment, but may be in the offering. We are a stable group of stations offering good salary and incentive. Only highest type people considered. If selected you will be thoroughly investigated. If interested, write for application form.

Box 362G, BROADCASTING

Announcers

AIR PERSONALITY

Major eastern market station, group operation, seeks exceptional, versatile talent for key drive-time program segment. Excellent opportunity with one of nation's pioneer facilities. Submit tape and resume to:

Box 204G, BROADCASTING

GOING UP THE LADDER?

Go with this number one operation in Midwest. If you are professional, creative, intelligent and possess integrity, this combination radio and television operation is interested in you and your future. Applications being accepted for both an announcer and a news man. Send photo, tape, resume, references to:

Box 257G, BROADCASTING

Technical

SALES ENGINEERING *OPPORTUNITY*

FM and TV department of manufacturing company has important position open for exceptional engineer who wants to join the sales department of a leading broadcast equipment company. Must have thorough training and experience in FM including stereo, and TV transmitters. Permanent salaried position with complete company benefits. Mail us resume with photograph to learn more about this terrific opportunity.

Box 161G, BROADCASTING

Help Wanted—(Cont'd)

Production—Programming, Others

GENUINE CHRISTIAN

Rapidly-expanding 24-hour Christian station seeks God's man for important ministry. Not just a job, but salary adequate. Send tape, photo, complete resume to KEAR, San Francisco 24, California.

RADIO

Situations Wanted—Sales

TROUBLE SHOOTERS

Team of two hard hitting trouble shooting account executives. . . . Solid citizens with feet on the ground, can give you urgent help you need. If you're in a position to mean business $, need business, and are in a top 50 market, then let's get together. Replies kept confidential.

Box 266G, BROADCASTING

Announcers

17 years radio, 5 years TV experience—network-quality announcer. Best at soft-sell TV commercials, TV news, variety interview programs, middle-of-road record shows with sense of humor. Excellent references. Desire locate top metropolitan market, either TV or radio. Present earnings $15,000. Married, children.

Box 259G, BROADCASTING

PERSONALITY D. J.

Attention Top 25 Markets

Brighten your sound with a top-notch modern radio air personality. Happy sounding, experienced, smooth, mature, reliable, alert, married, employed, hard worker. Hear for yourself. Write or wire.

Box 329G, BROADCASTING

Technical

CHIEF ENGINEER

Well qualified—presently employed by major radio station in large market — Excellent references — Wishes to relocate.

Box 301G, BROADCASTING

TELEVISION

Situations Wanted—Management

Young TV management executive already located in top 10 market wants management position with progressive organization in larger market. Eight years experience includes TV producing, directing, station operation, and management. For resume and further details write.

Box 277G, BROADCASTING

STATIONS FOR SALE

NEW ENGLAND

Single station market daytimer grossing $75,000 with operating expenses of $65,000 under absentee ownership. Owner-operator could greatly increase billing and profits. Asking price is $115,000 with $40,000 down, balance over 7 years.

Box 363G, BROADCASTING

Wash	single	daytimer	$ 50M	terms
Calif	single	daytimer	92M	16dn
Miss	single	daytimer	39M	15dn
Ala	small	daytimer	60M	29%
Idaho	medium	daytimer	58M	low dn
Florida	medium	power	210M	60dn
Oregon	medium	daytimer	28M	terms
South	large	fulltime	290M	65dn

And others

CHAPMAN COMPANY

1182 W. Peachtree St., Atlanta 9, Ga.

GUNZENDORFER

NORTHERN CALIFORNIA. Fulltimer one station growing market. Asking *$175,000* with 29% down.

LAS VEGAS, NEVADA. Top adult daytimer with FM grant. *$100,000* with $29,000 down. *"A GUNZENDORFER exclusive."*

ARIZONA. Money maker fulltimer. Asking *$220,000*. Can be brought with $50,000 down.

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olmypic, Los Angeles 35, Calif.

Licensed Brokers Financial Consultants

4 TV stations $150,000 to $4,000,000—34 Radio stations $35,000 to $500,000—2 metro FM stations $35,000 and $45,000.

PATT McDONALD CO.

Box 9266 GL 3-8080

AUSTIN 17, TEXAS

STATIONS FOR SALE

WEST. Exclusive. Full time. Doing $30,000. Asking $50,000.

EAST. Large market. Daytime. Absentee owned. Asking $110,000. $40,000 down.

WEST SOUTH CENTRAL. Exclusive. Daytime. Asking $42,000. 29% down.

JACK L. STOLL & ASSOCS.

Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

NEED HELP?
LOOKING FOR A JOB?
SOMETHING TO BUY OR SELL?

For Best Results You Can't Top A Classified Ad in

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 77

WBEX Chillicothe, Ohio—Granted mod. of cp to change type trans.

KGCA Rugby, N. D.—Granted mod. of cp to change type trans.

WSVM Valdese, N. C.—Granted mod. of cp to change ant.-trans. and studio location and change type trans.

KFSG Los Angeles, Calif.—Granted request for cancellation of license; call letters deleted.

■ Following stations were granted extensions of completion dates as shown: KICU-TV Visalia, Calif., to Jan. 8, 1962; KMFR Medford, Ore., to Oct. 12; WCCF Punta Gorda, Fla., to Sept. 1; WAEB-FM Allentown, Pa., to Sept. 1; WNNJ-FM Newton, N. J., to Dec. 17; WHSM Hayward, Wis., to Dec. 8; KSEE Santa Maria, Calif., to Oct. 31; KAHR Redding, Calif., to Oct. 19; WDSU New Orleans, La. (main & aux.), to Aug. 25; KGB-FM San Diego, Calif., to Oct. 1.

Actions of July 12

KAMA(FM) Dallas, Tex.—Granted extension of completion date to Jan. 30, 1962.

KGMI Bellingham, Wash.—Granted change of remote control authority; condition.

WABT Tuskegee, Ala.—Granted involuntary transfer of control from John M. Wilder to Elizabeth Smith Wilder, executrix of estate of John M. Wilder, deceased.

KAYE Puyallup, Wash.—Granted assignment of cp and licenses to Henry and Bethyl Pemozzo (joint tenancy) d/b as Radio Station KAYE.

KAMP El Centro, Calif.—Granted relinquishment of positive control by Andrew Andreotti through sale of stock to William H. Ellison.

KCAL-FM Redlands, Calif.—Granted mod. of cp to install new ant. and trans.; change ant. system (decrease height); decrease ERP to 180 w, ant. height to minus 330 ft.

KQV-FM Pittsburgh, Pa.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: KQV Pittsburgh, Pa. (alt. main trans.), to Oct. 1, without prejudice to such further action as commission may deem warranted as result of final determinations with respect to: (1) report of Network Study Staff; (2) related studies and inquiries now being considered or conducted; and (3) pending inquiry into compliance by broadcast licensees with Sec. 317 of Communications Act and related matters; WBET Brockton, Mass., to Aug. 20; KCAL-FM Redlands, Calif., to Aug. 20; WATN Watertown, N. Y., to Nov. 13.

WBMI(FM) Meridian, Conn.—Granted request for cancellation of license for auxiliary trans.

Actions of July 10

Washington Home & Farm Radio Inc. Washington, Iowa—Remote control permitted.

WZOK Jacksonville, Fla.—Granted change of remote control authority while using non-DA.

Action of July 7

WMIC St. Helen, Mich.—Remote control permitted.

License renewals

■ Following stations were granted renewal of license; Chmn. Minow not participating: WARB Covington, La.; KPBA Pine Bluff, Ark.; WYTH Madison, Ga.; KJOE Shreveport, La.; WABT Tuskegee, Ala.; KFSA-TV Fort Smith, Ark.; WMOX Meridian, Miss.; WKDX Hamlet, N. C.; KDLA DeRidder, La.; WAPG Arcadia, Fla.; KUOA Siloam Springs, Ark.; KVPI Ville Platte, La.; WROA Gulfport, Miss.; WKAB & aux., Mobile, Ala.; KBSF Springhill, La.; WLAY Muscle Shoals, Ala.; WGEA Geneva, Ala.; WGYV Greenville, Ala.; WPRN Butler, Ala.; WCLS Columbus, Ga.; WTCB Flomaton, Ala. Action July 12.

■ Following tv translator stations were granted renewal of license; Chmn. Minow not participating: W76AA, W78AA, W80AB Frostburg Community Tv Inc., Frostburg, LaVale and Cresaptown, Md.; K72AI, K78AI, Libby Video Club, Libby, Mont.; K70AL, K73AD, Palm Springs Translator Station Inc., Palm Springs, Calif.; K73AP, K77AO, K83AJ, Quincy Valley Tv Inc., Quincy, Wash.; K70BT, K83AB, Santa Rosa Chamber of Commerce, Santa Rosa, N. M.; K70AZ, K83AG, Town of Gallup, Gallup, N. M.; K70BO, Williams-Ash Fork Associated Tv Committee, Williams, Ariz. Action July 12.

This mark tells you a product is made of modern, dependable Steel.

How Bob Maciejczak earned an extra $18,827

Bob Maciejczak works at U.S. Steel's South Works in Chicago, Illinois, and he's the Corporation's champion Employee Suggestion Plan winner. Over the last four years, he has had sixteen suggestions adopted—and he's been awarded $18,827.

Thousands of U.S. Steel employees have received cash awards that are based on benefits generated by their suggestions. Since 1957, employees have sent in over 200,000 suggestions; and more than 46,000 have been adopted and put into operation. The Employee Suggestion Plan is one of the many ways U.S. Steel develops better techniques, better employees—and better steel.

USS TRADEMARK United States Steel

OUR RESPECTS to Dr. Daniel David Palmer, president, Palmer Enterprises

Broadcasting and public service are family traditions

Broadcasting is even more than a deep personal interest to Dr. David Palmer. It's a "family responsibility."

Now president and chief owner of the Palmer properties, including WHO-AM-FM-TV Des Moines and WOC-AM-FM-TV Davenport, Iowa, Dr. Palmer for more than three decades shared with his late father, Col. B. J. Palmer, the top executive management of the stations.

From 1929 until only a few weeks ago, Dr. Palmer was vice president of the Palmer interests, embracing the broadcasting stations and the Palmer School of Chiropractic, Davenport, as well as a printing plant, public and private clinics associated with the school and Clear View Sanitarium. He also holds the office of treasurer.

Citizens on the local scene point out that "Dr. Dave," as he is warmly addressed by students and business associates, through these decades has been a principal influence for the encouragement of broad public service through broadcasting and personal participation. They observe that through his great devotion, service and involvement in local charitable and civic affairs he has by example led the way for the Palmer administrators and employes.

Radio Pioneer ▪ Dr. Palmer has been in broadcasting ever since the early 1920s when he was a young but enthusiastic radio amateur in the "pigeon roost" of the family home on Brady St. hill in Davenport. It was here that he first heard Robert Karlowa broadcast talk and music on his amateur station 9BY at Rock Island, Ill., just across the Mississippi River.

Young David's excitement over the new communications medium prompted his father to purchase the station in March 1922 and move it to quarters atop the Palmer school. Now WOC, it quickly earned its place as an Iowa institution. In 1930 WHO was acquired.

The Palmer stations subsequently pioneered fm and tv in their respective areas too, including color tv. WHO is a Class I-A clear channel outlet on 1040 kc with 50 kw. WOC is on 1420 kc with 5 kw. WHO-TV is on ch. 13, WOC-TV ch. 6, both full power. The radio-tv outlets in both markets are affiliates of NBC, an association that began in 1927 when WOC became western leg of the early NBC radio network.

Part of Family ▪ Growing up with WOC is the background that gives unique emphasis to Dr. Palmer's sincerity when he explains how he feels about each of the Palmer stations. "This is a family obligation to me," he states. The station associations "have given me a sense of real family responsibility to our community, because I know what a wonderful opportunity our radio and tv stations have to continue to help make our community healthy, live and prosperous." He consistently has refused offers to sell the properties.

All of the Palmer stations long have enjoyed a record of program and public-service achievement, but Dr. Palmer is aiming still higher. "We must continue to be a deeply interwoven part of the life of our community and a vital force for good," he believes, "and I intend to see that WOC and WHO are even increasingly dedicated to our local economic and civic affairs."

Dr. Palmer puts his beliefs of close personal interest in the welfare of others into practice in the community of his employes as well as the community at large. He recently further expanded pension and bonus plan benefits for station personnel at WOC and WHO, the cost absorbed by the company.

Expansion ▪ Dr. Palmer now is directing extensive modernization of the Palmer School of Chiropractic. He next plans to construct a new million-dollar color tv and radio studio for the WOC properties.

He foresees an eventful and successful future for color tv and his expectation is high for fm too. His plans include multiplex stereo operation in fm and expansion of fm programming separate from that on am.

Dr. Palmer predicts continuing growth for am radio also, particularly for its broad and basic service to the communities of mid-America and the vast, rich rural market there.

Dr. Palmer
Responsibility to community

Native Son ▪ Dr. Daniel David Palmer was born Jan. 12, 1906, in Davenport. He is named for his paternal grandfather who was the discoverer of the chiropractic technique and philosophy, which were fully developed by his late father, Dr. B. J. Palmer. The Palmer School of Chiropractic, founded in 1895, now has nearly 1,000 students on campus and 25,000 graduates.

He attended public school in Davenport and after the family acquired WOC he spent every spare hour at the station, first running errands, then later serving as announcer and a general helper in every department. Early year sheet music pluggers like Little Jack Little, Wendal Hall and Tom Small, and other name personalities, soon became close family friends during their stops at WOC.

From these experiences, through the years, Dr. Palmer can recall many stories of both humor and respect for many broadcasting pioneers, from network officials to talent. He can recall, too, early broadcasts of Presidents Coolidge and Hoover, of Lindbergh, and of "Radio Rex" Willets' cooking show for the ladies. He can't forget early on-air benefits to buy crystal sets for shut-ins, because as a young man it was Dr. Palmer's job to deliver them.

In high school he made his mark in "business" as well as in scholastics. He was advertising manager of the school paper and senior yearbook and twice he was elected president of his class, in both his junior and senior years. Dr. Palmer earned his B.S. degree in economics in 1929 at the Wharton School of Finance and Commerce at the U. of Pennsylvania.

Family Honor ▪ During the 1930s, after he had become vice president of Palmer Enterprises and out of respect for the Palmer family tradition, he enrolled in the Palmer School of Chiropractic for the full course (about 4,300 classroom hours) and was graduated with the D.C. degree. Three years ago he spent a semester at Harvard for graduate study in management.

Dr. Palmer married Agnes High at Davenport on June 27, 1943. They have three girls: Bonnie Joan, 12; Jenny Wren, 11, and Vicki Ann, 8. Mrs. Palmer joins her husband in wide interest in community affairs. The list of groups in which he is active fills a page. Dr. Palmer is a mason and a member of the Episcopal Church. His hobbies: golf, baseball and billiards.

Then why the hiatus?

LEGISLATION to reorganize the FCC to make it easier on the commissioners stands some chance of passage at this session—after the stunning defeat of the first administration-supported bill to give the chairman dictatorial power.

We hope the new legislation—perhaps modified—will become law because members shouldn't be burdened with miscellany and non-policy, non-adversary matters.

The FCC does carry a heavy load, particularly the chairman who is executive officer.

But we wonder why the FCC must take one-twelfth of the year off if it has such a horrendous backlog and if there aren't enough hours in one day. No other independent agency—not the FTC, SEC, CAB, ICC or FPC—takes a summer hiatus. Most arrange for at least a quorum all summer long. Vacations are staggered.

While the FCC vacations in August, most staff members do not. They have to catch up or work on budgets and annual reports. Practitioners can't quit because, as of now several very important rulemaking procedures are outstanding, with comments due when the FCC returns immediately after Labor Day.

Commissioners do not and should not have to punch a time clock. It does seem to us, however, that the commissioners should be able to arrange to have a quorum present at all times and still have each commissioner get his month off. After all, Congress itself will remain in session until Labor Day.

Exposure in Chicago

FROM a standing start a few weeks ago unusual interest suddenly is being manifested in the symposium on broadcasting at Northwestern U. School of Law in Chicago next month.

The reason isn't difficult to discern. Broadcasting has been subjected to unprecedented criticism and the regulatory vise has tightened in the intervening weeks. The symposium, which first had the aspect of a prosiac, legalistic study of communications history now is being built up as a historic debate on freedom and responsibility of broadcasting—mainly television.

The participants are men prominent in law, communications and journalism. The event is a homecoming for the FCC's new, provocative chairman, Newton N. Minow, one of the law school's bright, young alumni who in five months in Washington has had more exposure on front pages and on the air than our first astronaut.

Mr. Minow is taking it seriously. He has a squad of FCC lawyers researching for him. He has retained a consultant on public relations who knows Chicago and has worked in broadcasting.

We can only surmise that the thrust of his homecoming thesis will be that the FCC can legally review programming without censoring and that newspapers are different, using the familiar cliche that anyone can start a newspaper or a magazine but a license is needed for television (and radio) and wavelengths are scarce.

Fortunately there are protagonists of free radio on the panel. A practical broadcaster, J. Leonard Reinsch, is the symposium chairman. W. Theodore Pierson, an eminent Washington attorney specializing in communications, has made an exhaustive study of constitutional law and censorship. John W. Guider, president of WMTW (TV) Portland, Ore., and an attorney formerly in Washington practice, can speak from practical experience as well as legal theory. Lining up with Mr. Minow will be Dean Roscoe Barrow, author of Barrow Report on network practices, and several other law school deans and professors.

Broadcasters will observe with interest the performance of NAB's new president, LeRoy Collins, who assumed office almost coincident with Mr. Minow. Their views in certain areas have coincided. But he has inveighed against "government thought control" in his most recent utterance.

The nation's press is interested too. Although most editors and publishers have gloated over the broadcasters' plight because of competitive instincts, the more discerning ones know that if censorship through program control strikes broadcasting, the press is only one step removed.

A shot in the head

THE annual Voice of Democracy contest in recent years may have failed to realize the expectations of its originators, but that is not reason enough for the NAB's decision—which was reported here last week—to quit as a co-sponsor.

It seems to us the NAB would have been wise to think of ways to improve and expand the contest and to associate it more directly with broadcasters.

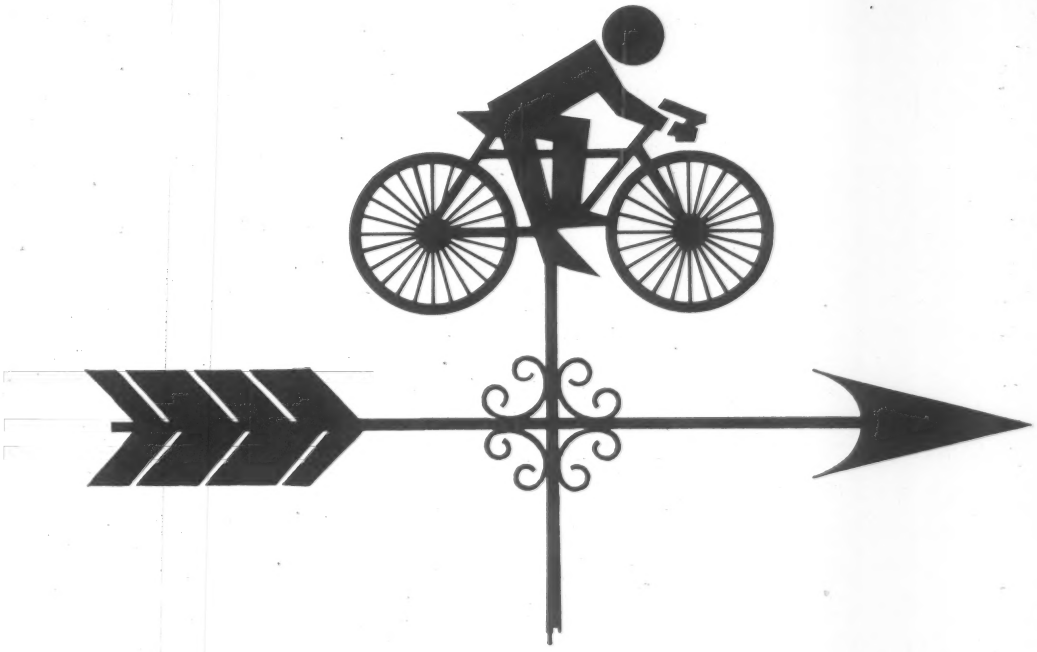
No one knows precisely how many high school students have competed since the contest was begun in 1947, but their number certainly runs well into the millions. Among them the image of broadcasting must be presumed to have been enhanced.

There seems now at least a possibility that the Veterans of Foreign Wars, a co-sponsor of the contest in recent years, will attempt to continue it and will seek the cooperation of individual broadcasters. This would not provide the benefits to radio and television that a well-organized sponsorship by the NAB would provide. From then on it would be a VFW contest, and stations assisting in it would gain only secondary recognition.

It is true that the NAB had increasing difficulty in persuading its members to do the admittedly tiresome work of organizing local contests, and we can understand why the NAB headquarters would conclude that the contest was losing popularity among broadcasters. But if improved public relations are a principal objective of NAB, the VOD should have been revitalized instead of dumped. The contest needed a shot in the arm. What it got was a shot in the head.

Drawn for BROADCASTING by Sid Hix

"It's way past sign-off time. I think somebody just forgot to turn things off!"



ABOVEBOARD ALL THE WAY

An agency messenger boy was suspected of stopping along the way for unbusiness-like purposes. But when asked why it took him two hours to get to 46th Street, or all morning to the West Side, he always claimed he had been lost in the subway. To keep him aboveground where he could read street signs, the agency bought him a bicycle. His first assignment on wheels was to pick up and return a paper of indescribable value*. The distance was one mile straight each way.

Madison Avenue being totally devoid of traffic, the messenger whizzed there in three minutes with the wind at his back. He returned in four minutes flat pedalling against the wind. Now the agency wants to know how long the same trip should take him when there is *no* wind (and no traffic). Assume that the terrain is flat and that he applies the same force to the pedals at all times.

Send us the answer and we'll send you a prize you're sure to enjoy in any weather. It may be round or rectangular, thick or thin, solid or flappy. Just let it come as a nice surprise.

** Description: recent contract for time on WMAL-TV, the station first in Washington, D. C. market, 6 PM to Midnight all week. (ARB, April '61)*

Puzzle from Mathematical Puzzles of Sam Loyd, Vol. II.
Reprinted through permission of Dover Publications, Inc., New York, N. Y.

wmal-tv
abc
Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM,** Washington, D. C.; **WSVA-TV** and **WSVA,** Harrisonburg, Va.